

Installation Guide for Ipsos MediaLink for Android

Step #1

We have sent you your link to install the 'Ipsos MediaLink' app via Email.

1. Tap the link in the email to open the Ipsos MediaLink page in your browser.
2. If prompted, choose to download in the Google Play Store app.
3. Tap 'Download for Android Tablet'.
4. After tapping 'Install', tap 'Open'.



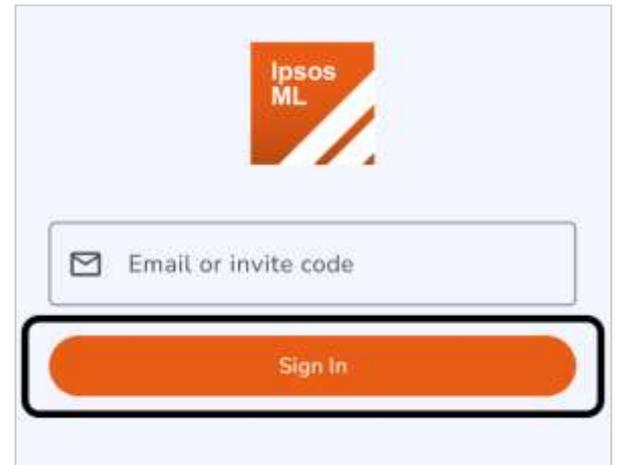
Installation Guide for Ipsos MediaLink for Android

Step #2

App Registration

- Enter the **email address** you used to register with the panel, then tap '**Sign In**'.

If you experience issues signing in, please kindly contact the panel helpdesk.



Step #3

Legal Acceptance

Please read and **accept** the following legal screens:

- Terms & Conditions
- Privacy Policy



Installation Guide for Ipsos MediaLink for Android

Start Setup

You are now ready to begin the setup.



- Tap '**Next**' to begin the setup process.

Setup Guide Overview

The app will now display the Setup Guide.



- On the Setup Guide, tap '**Accessibility Permission**' to begin.

Installation Guide for Ipsos MediaLink for Android

Step #4

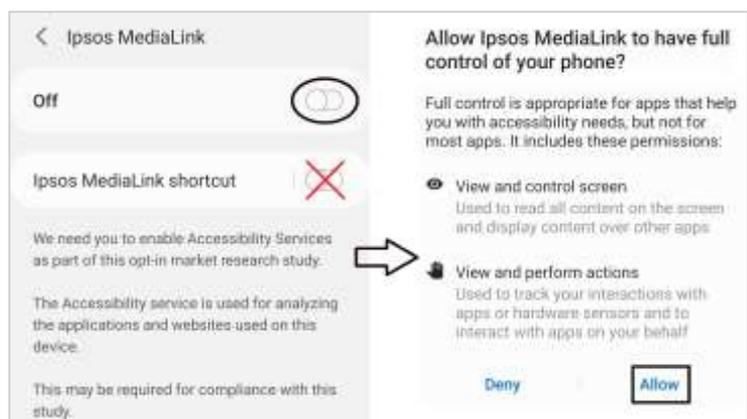
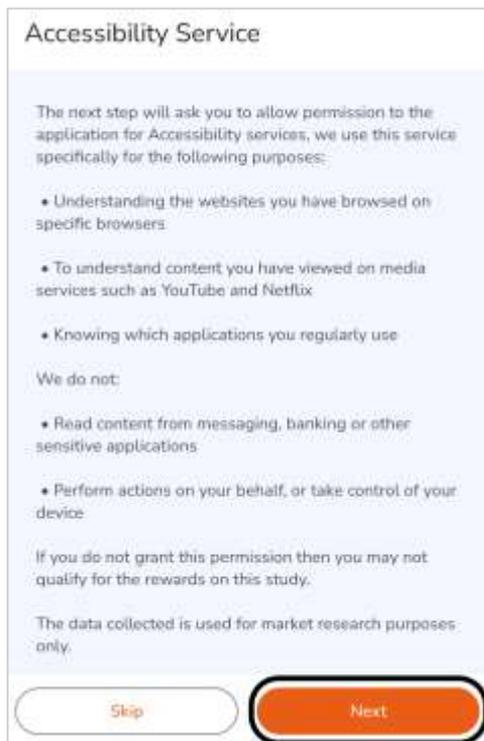
Enabling Accessibility Service

Ipsos MediaLink will now prompt you to enable 'Accessibility Services' for the app.

We require accessibility services to explicitly:

- ✓ View which apps are being used in the foreground on your device to understand the amount of time spent per app.
- ✓ To view your device browser address bar to read website links & how websites are being accessed.

We do not under any circumstances ever modify what you see on your device screen.



- On the Accessibility Service screen, tap '**Next**'.
You will then be taken to your device '**Accessibility**' settings.
- Find & tap '**Ipsos MediaLink**' and turn the toggle from **OFF** to **ON**.

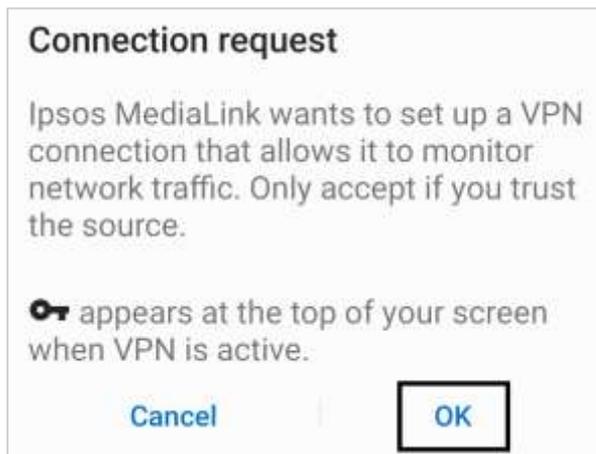
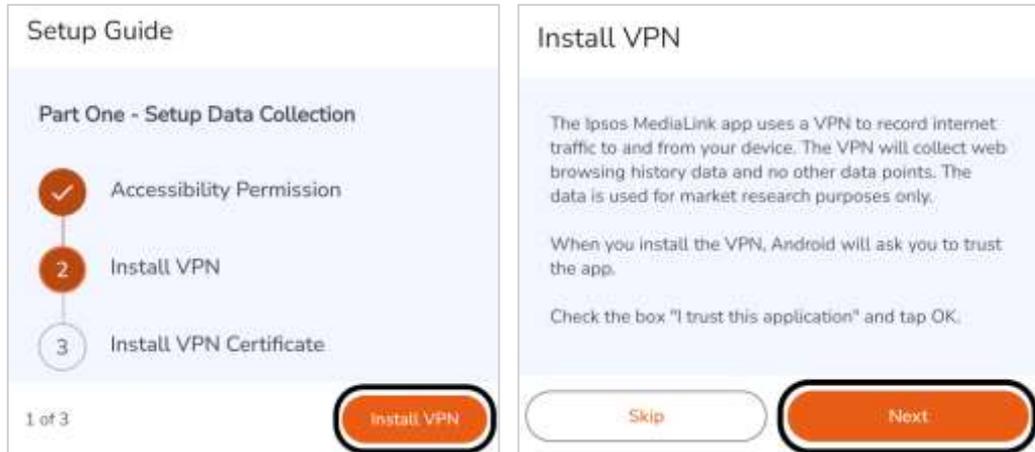
Please return to the Ipsos MediaLink app to continue.

Installation Guide for Ipsos MediaLink for Android

Step #5

Enable the VPN Connection

Ipsos MediaLink needs permission to create the VPN on your device.



- On the Setup Guide, tap **Install VPN**.
- On the Install VPN screen, tap **Next**.
- Then tap **OK** or **Always Allow** when prompted to approve the VPN connection.

Installation Guide for Ipsos MediaLink for Android

Step #6

Install VPN Certificate

**For devices running
Android 10 or under**

[For devices running **Android 11 or higher**, please skip to the next page]



- On the Setup Guide screen, tap '**Install VPN Certificate**'.
- On the Install VPN Certificate screen, tap '**Next**'.
- You will now be prompted to name the certificate, you can leave this as is and tap '**OK**' to save the VPN Certificate.

Note: You may at this point be prompted to enter your lockscreen password/pin – please enter this.

Now please kindly return back to the Ipsos MediaLink app to continue, you can skip to Step 7 on this guide.

Installation Guide for Ipsos MediaLink for Android

For devices running Android 11 or higher

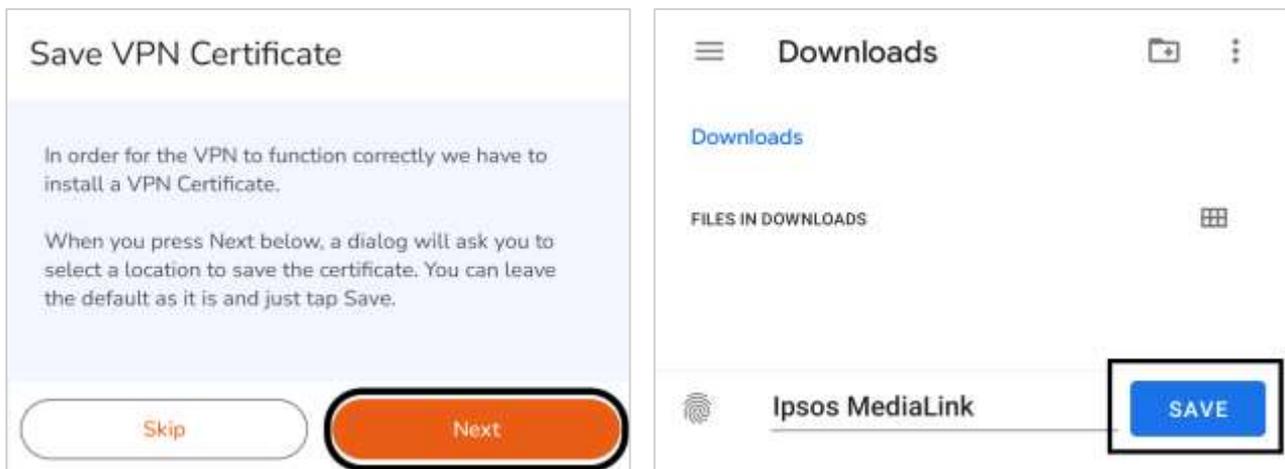


- On the Setup Guide screen, tap '**Install VPN Certificate**'.

On devices running Android 11 or higher, users will need to:

1. Save the VPN CA certificate first.
2. Install the CA certificate manually from the Settings menu.

Save VPN Certificate



- Tap '**Next**', this will open your files app.
- Tap '**Save**' to save our certificate file (.crt).

Remember where you saved the file (typically in /Downloads).
You'll need it shortly.

Installation Guide for Ipsos MediaLink for Android

Installing the Saved VPN Certificate

You now need to **Install** the VPN certificate file that you saved previously.

- On the onboarding screen, please tap **Next**.

Note: This will open your device **'Security'** settings menu.

Install VPN Certificate

You are now ready to install the certificate.

When you press Next below, the Settings app will be launched. Please navigate to the option to install a CA Certificate, and then select the file you have just saved.

While the VPN certificate is on your device, Android requires that the lock screen is secured with a PIN. If you don't already have one then Android will take you through setting up a PIN for the Lock Screen.

Next

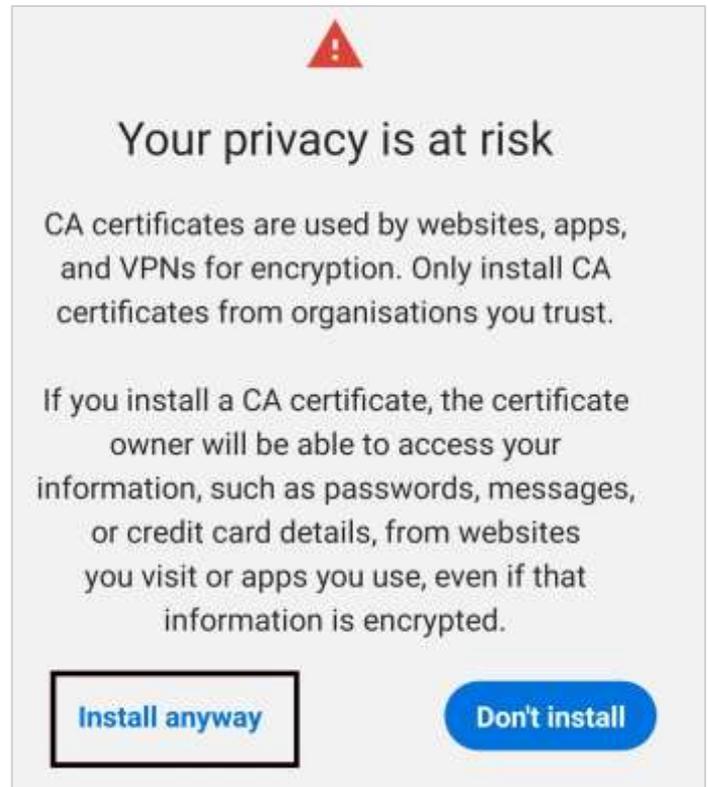
The exact location of the certificate install setting varies by device. Refer to the table below for common paths.

You can also search for **“certificate”** in your device's Settings app to find it quickly.

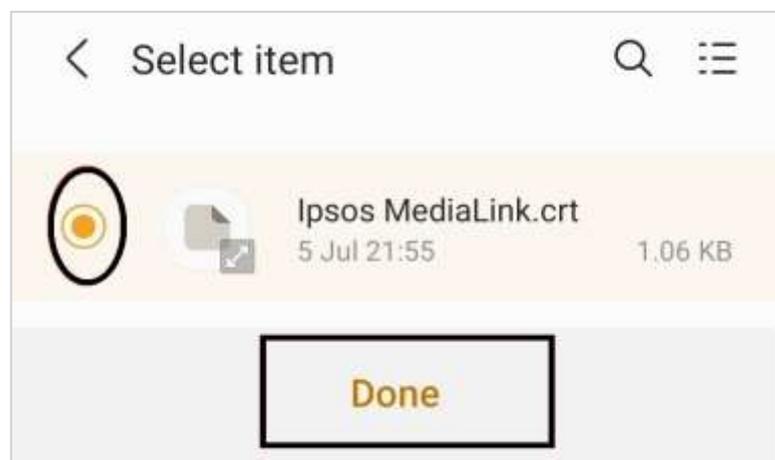
Manufacturer	Possible Setting
Samsung	• Open 'Settings' > 'Biometrics and security' / 'Security and privacy' > 'Other security settings' > 'Install from device storage' > 'CA Certificate'
Google Pixel	• Open 'Settings' > 'Security' / 'Security & Privacy' > 'More Settings' / 'Encryptions and credentials' > 'Install a certificate' > 'CA Certificate'
Nokia / Motorola	• Open 'Settings' > 'Security' > 'Advanced' / 'Encryptions & credentials / certificates' > 'Install from storage/certificate' > 'CA Certificate'
Huawei	• Open 'Settings' > 'Security' > 'More Settings' > 'Encryptions & credentials' > 'Install from storage' > 'CA Certificate'
OnePlus	• Open 'Settings' > 'Password & security' > 'System security' > 'Credential storage' > 'Install certificates from storage' > 'CA Certificate' • Open 'Settings' > 'Security & lock screen' > 'Encryptions & credentials' > 'Install from SD Card' > 'CA Certificate'
Oppo / Realme	• Open 'Settings' > 'Security' > 'Credentials Storage' > 'Install certificates from storage' > 'CA Certificate'
Xiaomi	• Open 'Settings' > 'Password & Security' > 'Privacy' > 'More security settings' / 'Encryptions & credentials' > 'Install rom storage/certificate' > 'CA Certificate'

Installation Guide for Ipsos MediaLink for Android

- Find and tap '**CA certificate**' (in the following security warning, tap '**Install anyway**')



- To install the saved certificate, please find the certificate you saved and **tap/select the certificate (.crt)** ~ if prompted, please tap '**Done**'.



Now please kindly return back to the Ipsos MediaLink app to continue.

Installation Guide for Ipsos MediaLink for Android

Step #7

Notifications Permission

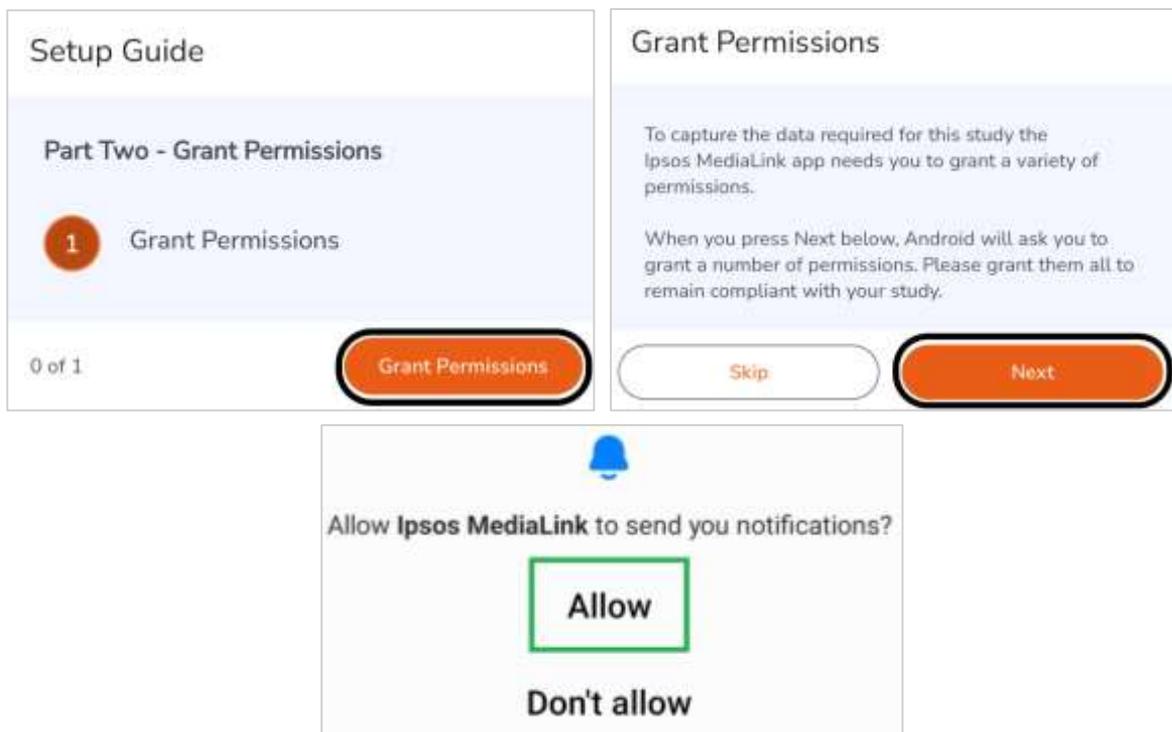
(Devices running Android 13+ only, please skip if you do not see this step on screen)

Ipsos MediaLink requires permission to be able to send you notifications on your device.

We require this permission to be able to:

- Notify you if your setup appears incomplete which may affect your ability to earn rewards.
- Ask you some questions regarding data collected from your device.

We will never use this feature to send you any advertisements.



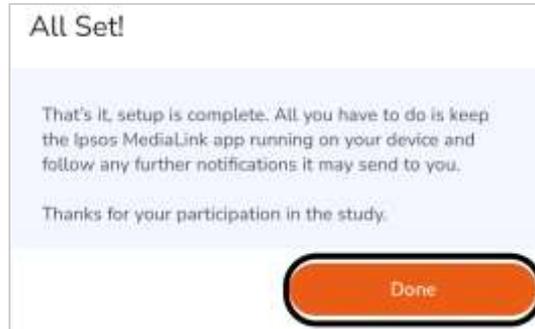
In the app:

1. On the Setup Guide, tap '**Grant Permissions**' to resume.
2. On the Grant Permissions screen, tap '**Next**'.
3. Now, Android will ask you permission for MediaLink to send notifications on your device, tap '**Allow**'.

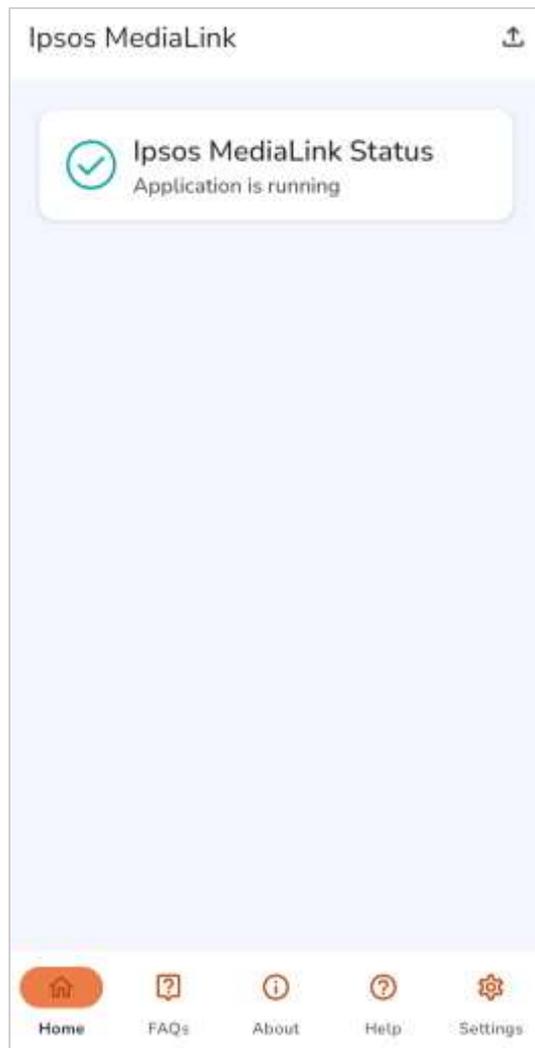
Installation Guide for Ipsos MediaLink for Android

Step #8

Setup Complete



- On the onboarding screen, tap '**Done**'.



The Ipsos MediaLink app is now installed and ready to use.

Installation Guide for Ipsos MediaLink for Android

Step #9

Disable Battery Optimisation

The Android operating system that your device runs on can become aggressive in closing background apps/services.

- To prevent any impact to your compliance, using the possible settings below, please kindly check and turn off battery optimisation against Ipsos MediaLink.

The exact location of the setting may vary by device and manufacturer.

To find it quickly, open your Settings app and search for "*battery*" or "*optimize*".

Manufacturer / Android Version	Possible Setting
Android 12+	<ul style="list-style-type: none">• Open 'Settings' > 'Apps' > Find & tap 'Ipsos MediaLink' > 'Battery' / 'App battery usage' > Set to 'Unrestricted'.
Android 11 or lower	<ul style="list-style-type: none">• Open 'Settings' > 'Apps' > Tap 'More Options' / 'Advanced' > 'Special App Access' > Tap 'Optimise Battery Use' > Tap the dropdown and select 'Not optimised' and select 'All Apps' > Find & tap 'Ipsos MediaLink' > Tap 'Don't optimise'.
Xiaomi devices	<ul style="list-style-type: none">• Open 'Settings' > 'Privacy protection' > 'Special permissions' > Tap 'Battery optimisation' > Tap the dropdown and select 'Not optimised' and select 'All Apps' > Find & tap 'Ipsos MediaLink' > Tap 'Don't optimise'.• Open 'Settings' > 'Apps' > 'Permissions' > Tap 'Autostart' > Find & turn on the toggle for 'Ipsos MediaLink'.
Oppo/OnePlus	<ul style="list-style-type: none">• Open 'Settings' > 'Battery' > 'More battery settings' > 'Optimize battery use' > Find and tap 'Ipsos MediaLink' > Tap 'Don't Optimize'.• Open 'Settings' > 'Apps' or 'App Management' > Find & tap 'Ipsos MediaLink' > Tap 'Battery usage' > Select 'Allow background activity' + Enable 'Allow auto-launch'

Installation Guide for Ipsos MediaLink for Android

YOU'RE ALL SET

In the app: you will see a notification stating 'Application is running'

Status Bar: 1 x VPN key and 1 x Ipsos MediaLink icon will be present

Notification Panel: 1 x Ipsos MediaLink notification

Note: Visibility of the icons may vary depending on device model.

Displayed in the Ipsos MediaLink app

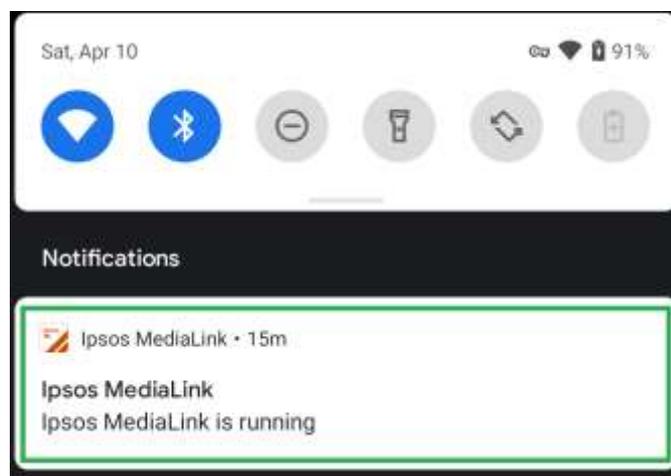


You can tap the '**Upload**' button (**top right corner of the app**) to send data manually.

Status Bar

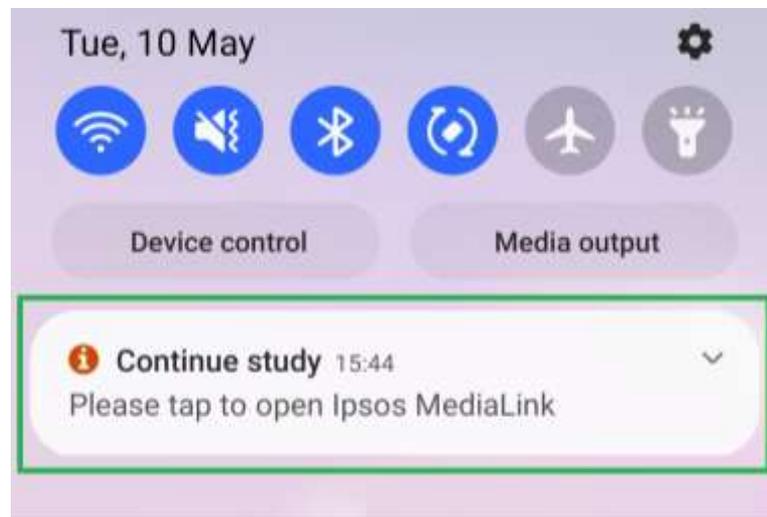


Notification Panel



Installation Guide for Ipsos MediaLink for Android

Open App Notifications Explained



Due to Android restrictions, you may occasionally need to manually open the app to resume data collection — for example:

1. If the background running service in the app stops running.
2. If your device has been restarted (Android 11+ only).

You'll receive a notification when this is required (see above).

Simply tap once on this notification to reopen the app so we can resume data collection.