

# Installation Guide for Ipsos MediaLink for macOS

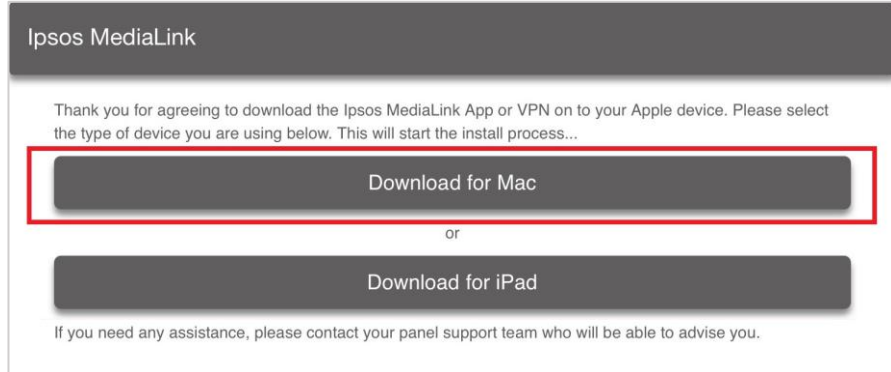
## Step #1

### Downloading the Installer

Please **click on the link** we have provided to you via Email to begin.

This will open in your default browser app. For demonstration purposes, we are using the pre-installed '**Safari**' browser.

- On the website that loads, click '**Download for Mac**'

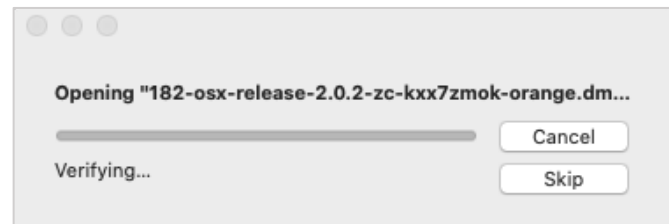
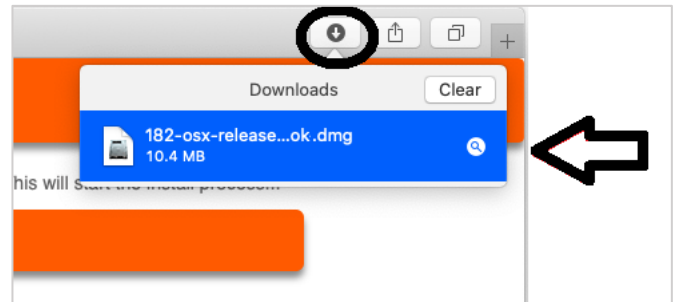


## Step #2

### Opening the Installer

- Please click the '**Downloads**' icon 
- **Double click on the .dmg file** you downloaded

The installer will begin to load.



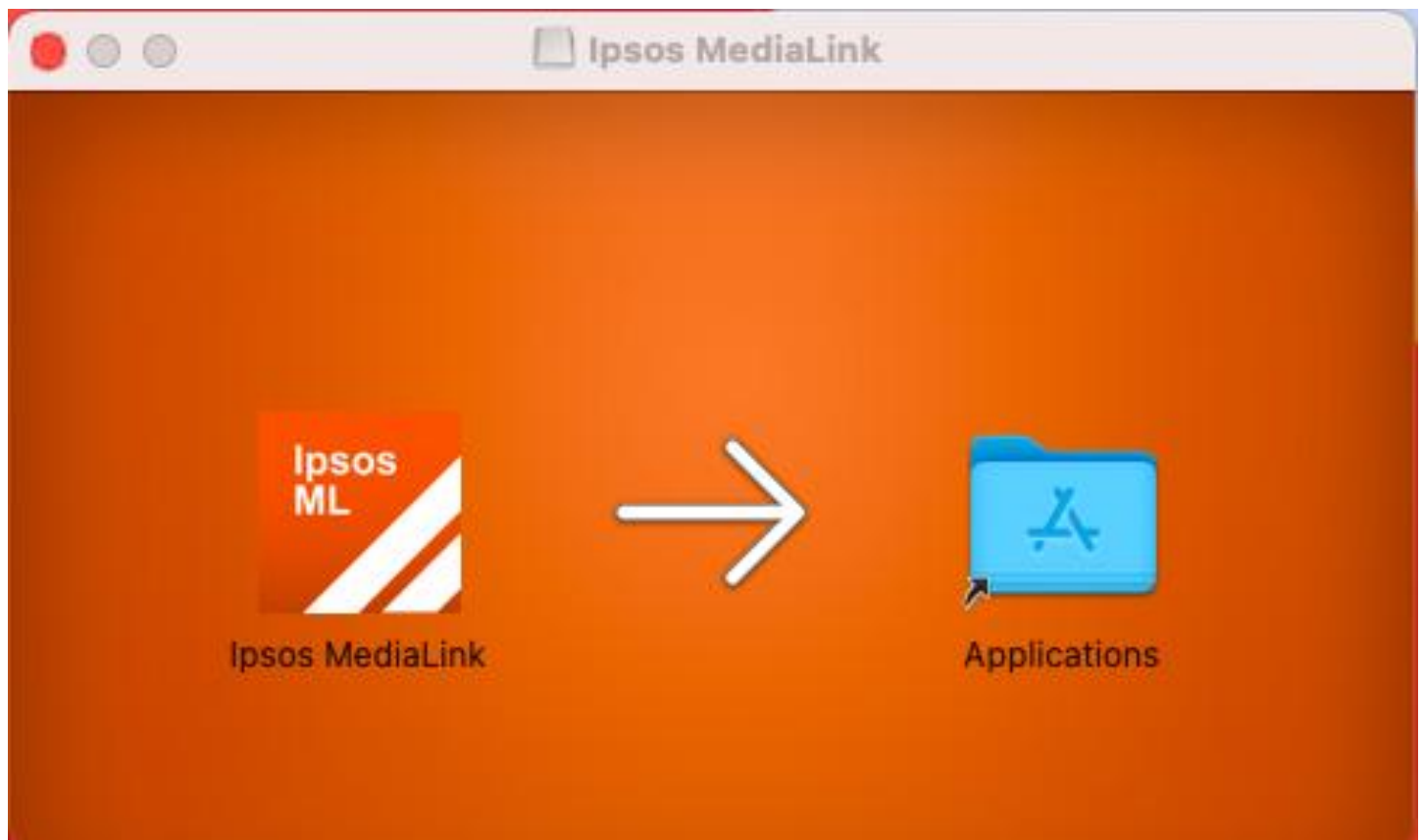
# Installation Guide for Ipsos MediaLink for macOS

## Step #3

### Add to Applications

The installer requires you to:

- Simply drag and drop the 'Ipsos MediaLink' icon into the 'Applications' folder icon.




Now please close this window (red circle icon – top left) 

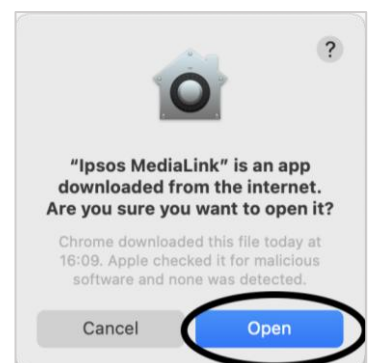
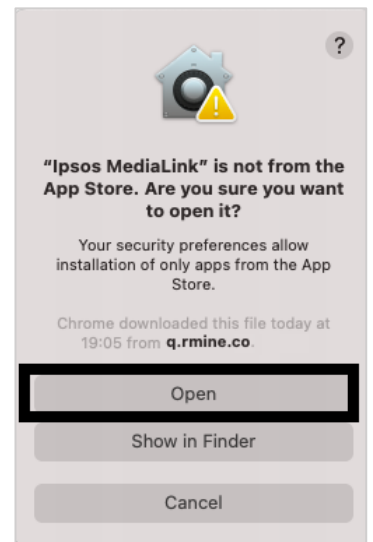
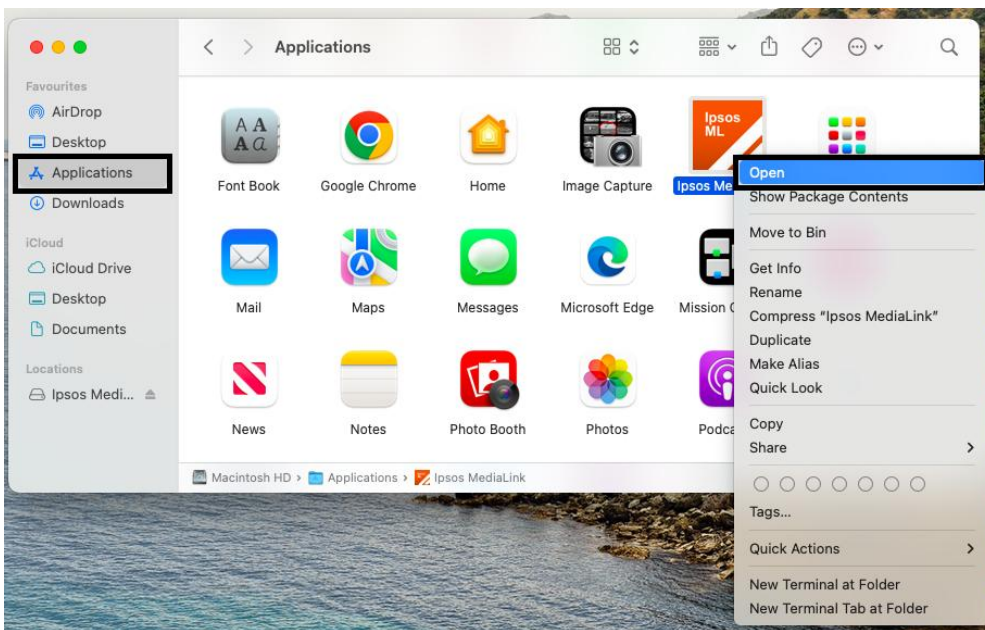
# Installation Guide for Ipsos MediaLink for macOS

## Step #4

### Opening Ipsos MediaLink

Ipsos MediaLink must be opened from the Applications folder to complete setup.

1. Open the '**Finder**' app 
2. Click '**Applications**' in the left-hand sidebar.
3. Locate '**Ipsos MediaLink**'
4. Right-click (or hold Control and click) on '**Ipsos MediaLink**'.
5. Click '**Open**'.
6. If nothing happens, right click and choose '**Open**' one more time.



### Important:

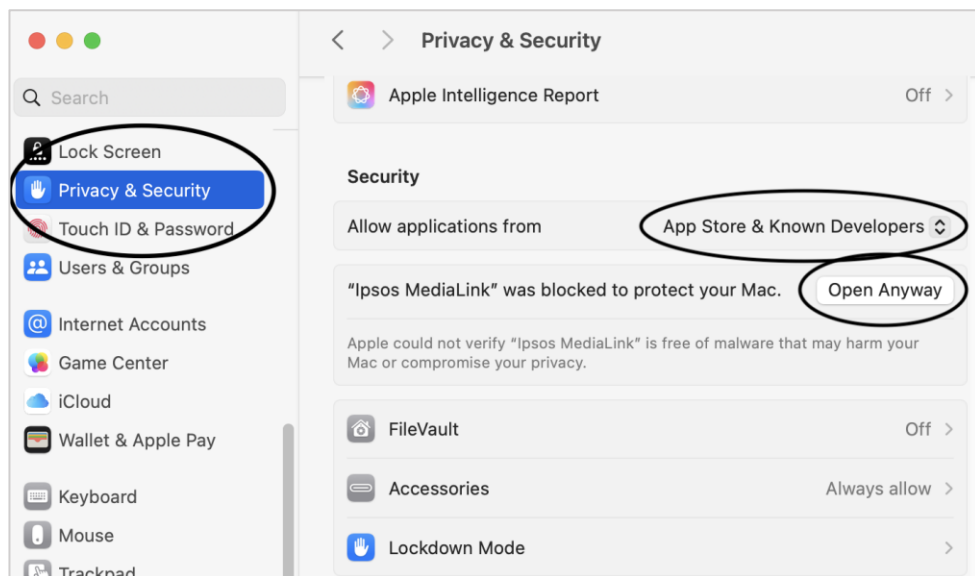
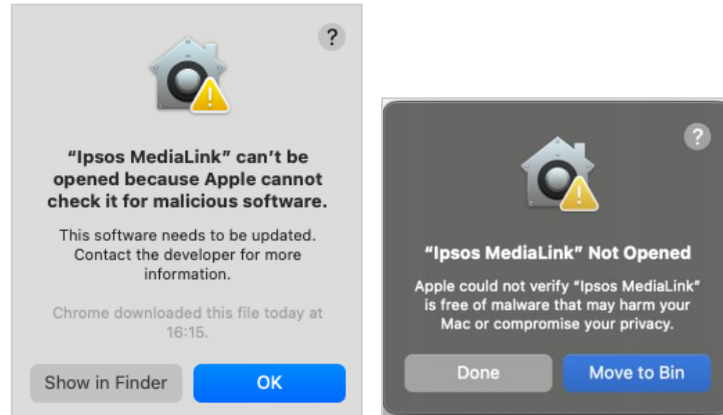
macOS may ask you to confirm opening the app twice.

This is normal and required for Ipsos MediaLink to run correctly.

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## Still Not Working? Try This:

If the Ipsos MediaLink app still won't open, you might need to adjust your Mac's security settings:



1. Click the **Apple menu** in the top-left corner of your screen
2. Select **System Settings**
3. Click **Privacy & Security** in the sidebar (scroll down if needed)

Under **Security**:

- Make sure **App Store and Known/identified developers** is selected
- If you see a message saying *“Ipsos MediaLink was blocked from opening”*, click **Open Anyway**

Once done, close System Settings and try opening Ipsos MediaLink again.

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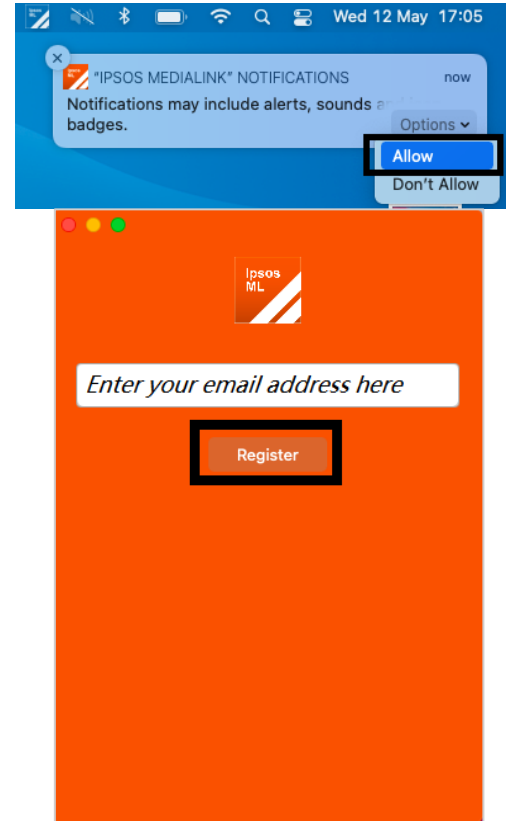
## Step #5

### App Registration

Ipsos MediaLink will now launch.

- Ipsos MediaLink will request notification permission, please click '**Options**' and select '**Allow**'.
- Please **enter your email address** (that you registered with on the Panel) and click '**Register**'.

If this does not work, please contact your panel support helpdesk for assistance.

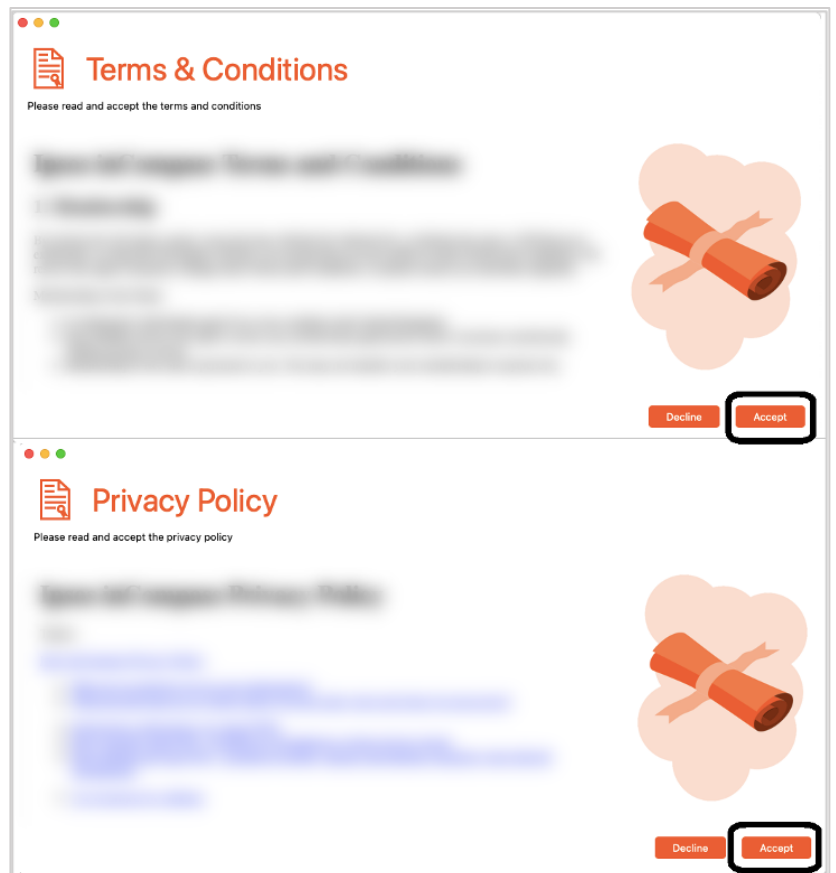


## Step #6

### Legal Acceptance

Please read and **accept** the following:

- Terms and Conditions
- Privacy Policy



# Installation Guide for Ipsos MediaLink for macOS

## Step #7

### Installing Web Browser Extensions

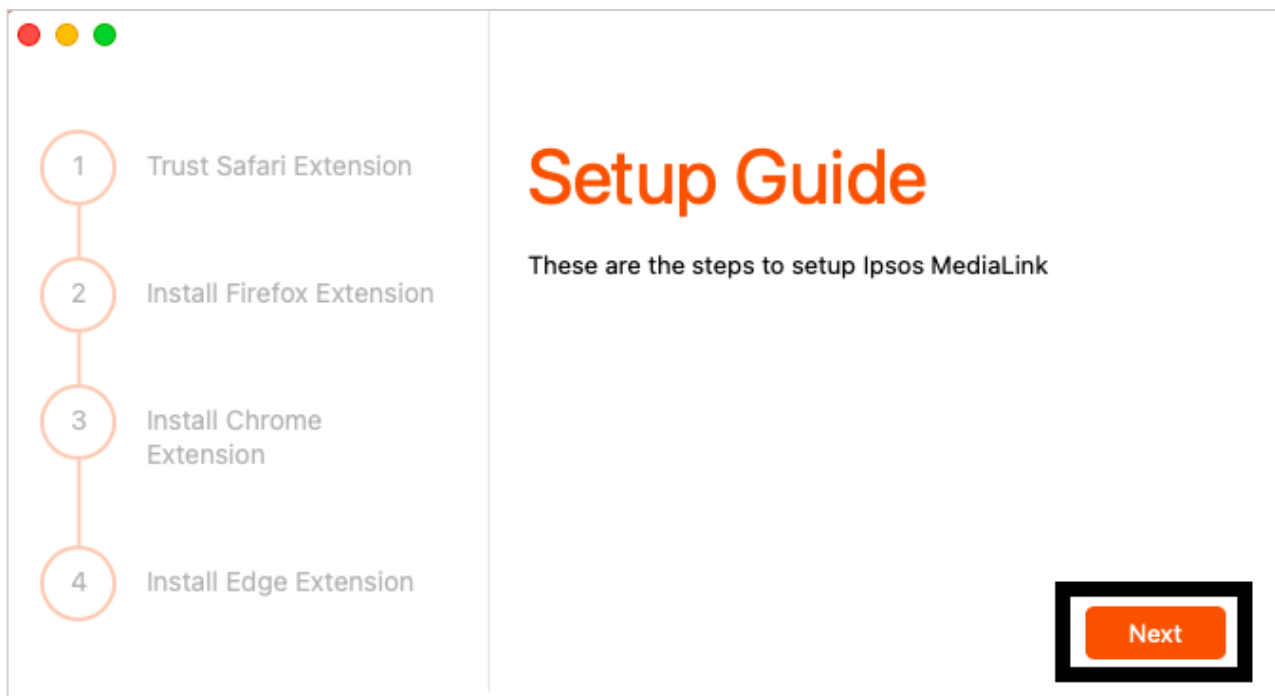
Ipsos MediaLink will detect the web browsers installed that MediaLink App supports on your Apple Mac device and guide you through the setup of the extensions.

#### Not using Safari, Firefox, Chrome, or Edge?

These are the only browsers we currently support for extensions. We will not collect any browsing data from unsupported browsers. Please contact your panel support helpdesk to let us know.

#### Supported browsers:

Apple Safari · Mozilla Firefox · Google Chrome · Microsoft Edge



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

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## Step #8

### Trust Apple Safari Extension

To collect browsing activity in Safari, the Ipsos MediaLink extension must be enabled and allowed to run on all websites.

If this step is skipped, Safari browsing data cannot be fully collected, even though the extension appears enabled.

1 Trust Safari Extension

2 Install Firefox Extension

3 Install Chrome Extension

4 Install Edge Extension

## Trust Safari Extension

For this study, we require you to trust a Safari Extension by following these instructions.

1. Click 'Open Preferences' and you will be taken to Safari > Settings > Extensions
2. Tick the box in the menu on the left-hand side, next to the Desktop Extension for this app.
3. Click 'Always Allow on Every Website' (if this option is visible)
4. Return to this App and click 'Next' to continue onboarding.

This is a critical step to ensure the App works as expected.

Open Preferences

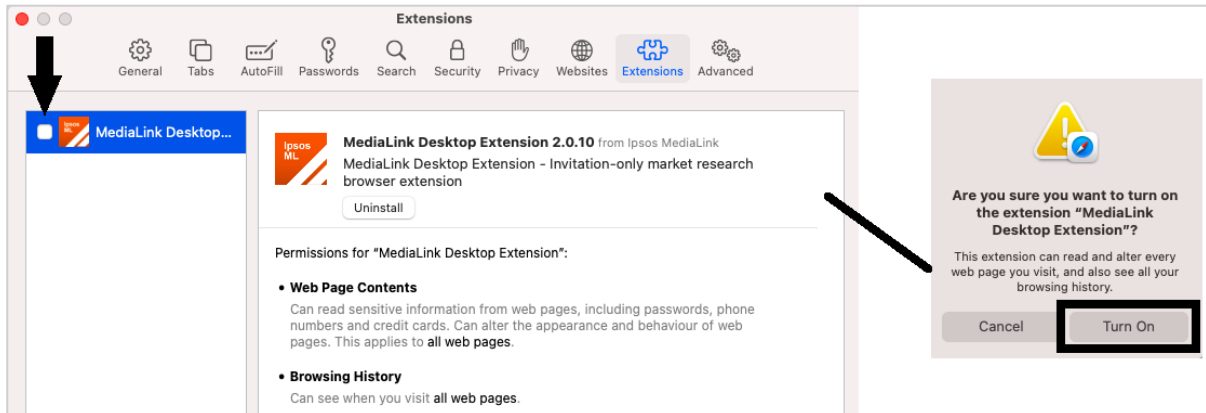
Next

- Click 'Open Preferences', this will open Safari's Extensions setting.

Please go to the next page to complete the setup of the Safari extension.

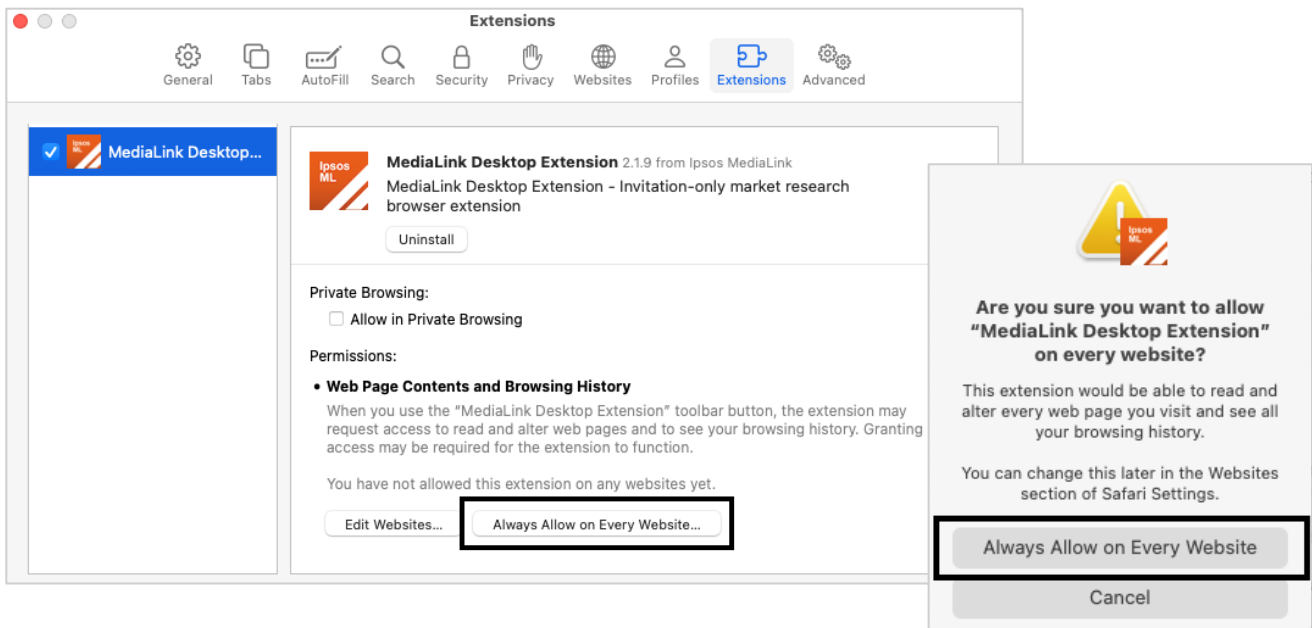
# Installation Guide for Ipsos MediaLink for macOS

## Part 1: Enable MediaLink Desktop Extension



- On the left-hand side, look for '**MediaLink Desktop Extension**'.
- Click the checkbox next to '**MediaLink Desktop Extension**', if prompted, click '**Turn On**'. The checkbox will now be checked.

## Part 2: Grant Access to Always Allow on Every Website



In the Safari extensions tab (*same one from part 1*)

1. Select the '**MediaLink Desktop Extension**'.
2. Click the '**Always Allow on Every Website**' button.
3. When prompted, click '**Always Allow on Every Website**' to confirm.

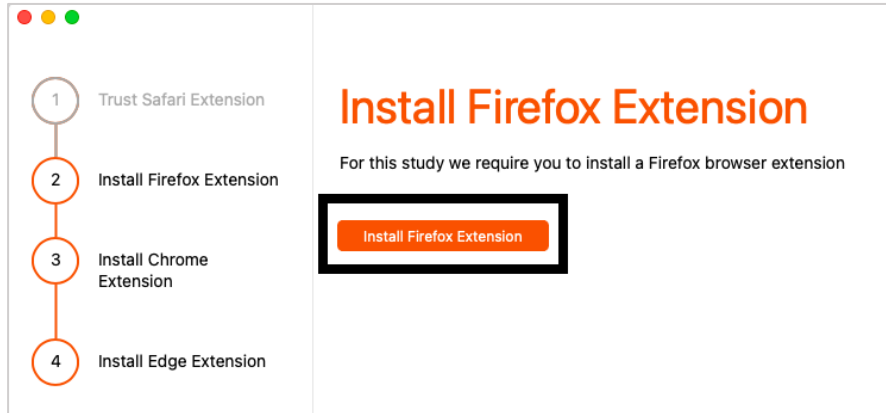
Please return to the Ipsos MediaLink app to continue your setup.

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## Step #9

### Install Mozilla Firefox (if installed)

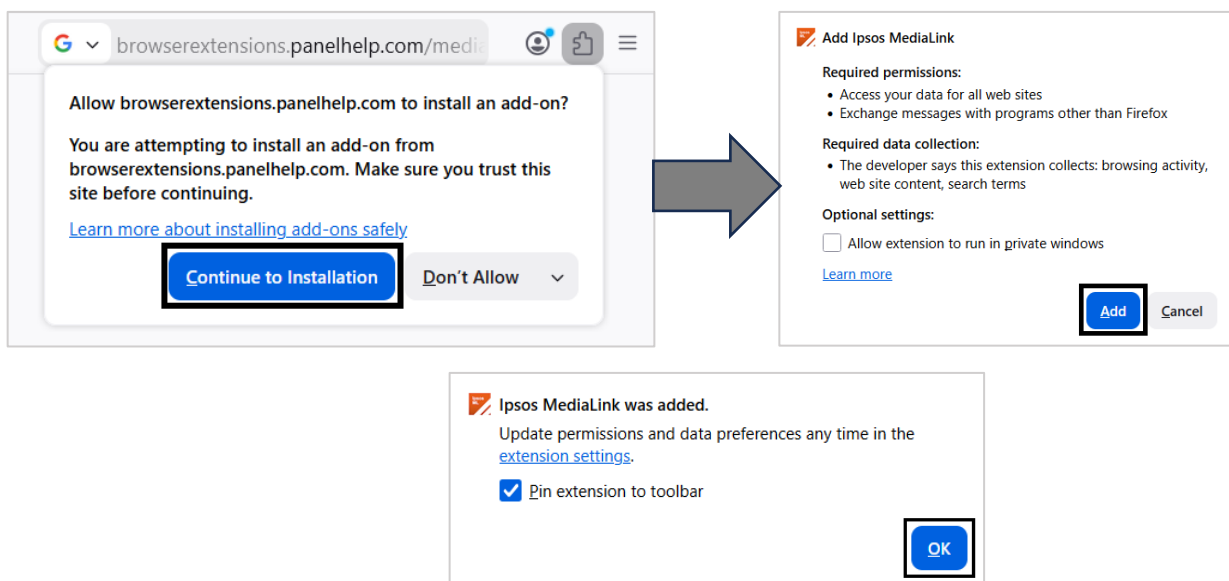
- Click '**Install Firefox Extension**', this will open the Firefox browser app.



- Mozilla Firefox will open our browser extension download page. On this page, to start the download, click the button: '**Click Here if your Extension doesn't install automatically**'.



- When the prompt appears, click '**Continue to Installation**' and click '**Add**'.

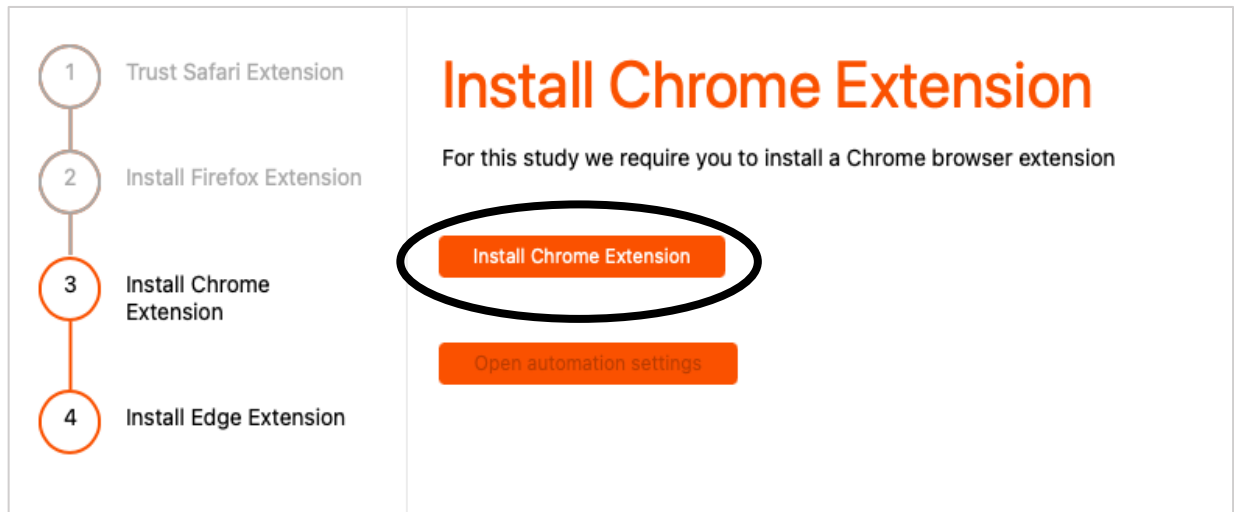


The extension is now enabled, please return back to the Ipsos MediaLink setup window and click '**Next**'.

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## Step #10

### Google Chrome Extension Setup (If Installed)



There are **two required steps** to complete the setup of Ipsos MediaLink in Google Chrome:

1. Installing the Ipsos MediaLink extension in Chrome
2. Allowing a macOS permission so MediaLink can detect when Chrome is active

Both steps are required for MediaLink to work, and both will appear when you click Install Chrome Extension.

You can read more about the two steps on the next page.

# Installation Guide for Ipsos MediaLink for macOS

## Part 1: Install the Chrome Extension

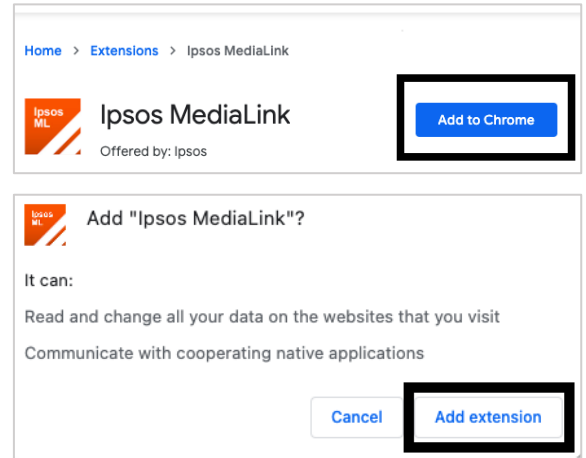
In the MediaLink Setup, click **'Install Chrome Extension'**.

This will open the Google Chrome browser.

When the Chrome extension page loads:

- Click **'Add to Chrome'**
- Then click **'Add Extension'**

The Ipsos MediaLink extension will now be installed in Chrome.



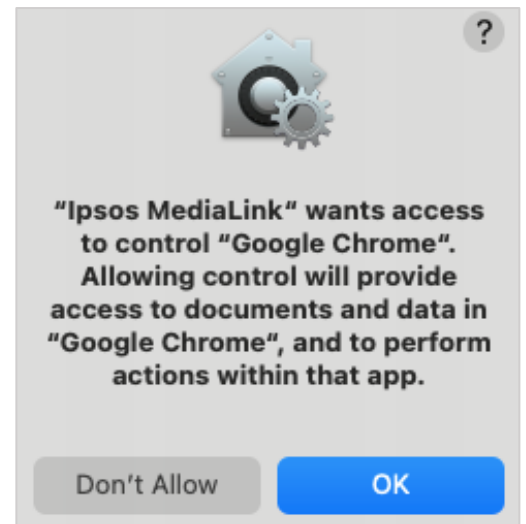
## Part 2: Allow Google Chrome Activity Detection

Chrome can continue running in the background even when all tabs are closed.

To work correctly, Ipsos MediaLink needs permission to detect when Chrome is open and able to communicate.

When the macOS permission prompt automatically appears:

- Click **'OK' or 'Allow'**

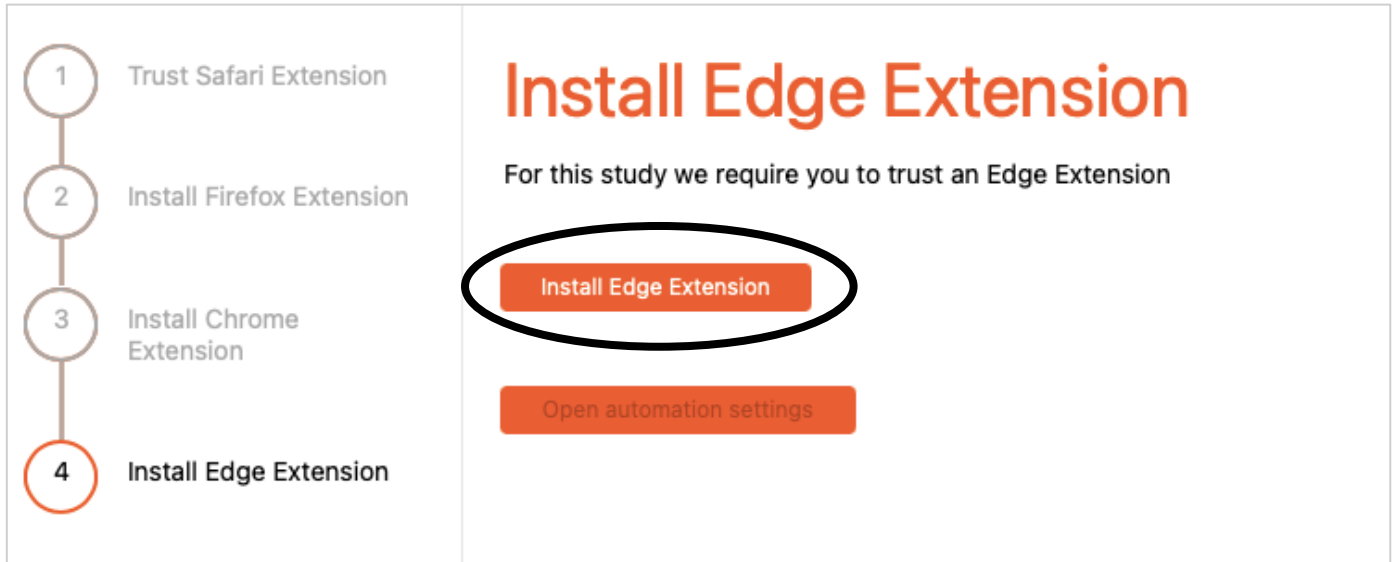


The extension is now enabled, please return back to the Ipsos MediaLink setup window.

# Installation Guide for Ipsos MediaLink for macOS

## Step #11

### Microsoft Edge Extension Setup (If Installed)



There are **two required steps** to complete the setup of Ipsos MediaLink in Microsoft Edge:

1. Installing the Ipsos MediaLink extension in Edge.
2. Allowing a macOS permission so MediaLink can detect when Edge is active

Both steps are required for MediaLink to work, and both will appear when you click Install Edge Extension.

You can read more about the two steps on the next page.

# Installation Guide for Ipsos MediaLink for macOS

## Part 1: Install the Edge Extension

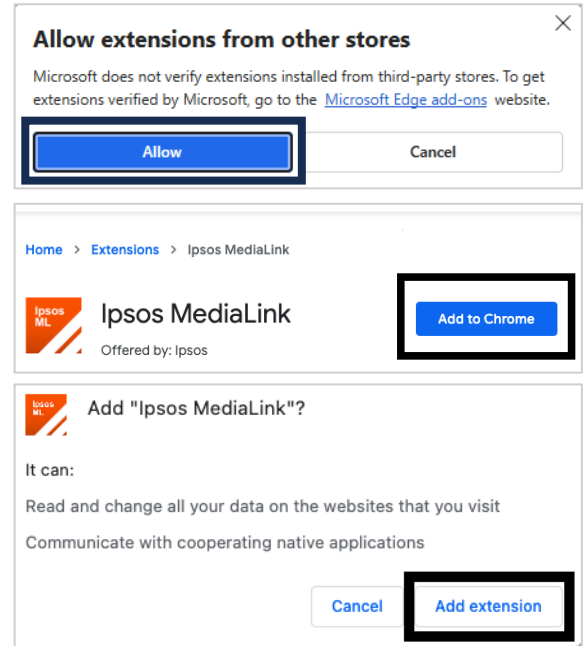
In the MediaLink Setup, click '**Install Edge Extension**'.

This will open the Microsoft Edge browser.

When the Edge extension page loads:

- Click '**Get / Add**'
- If prompted with "**Allow extensions from other stores**", choose '**Allow**'.
- Then click '**Add Extension**'

The Ipsos MediaLink extension will now be installed in Edge.



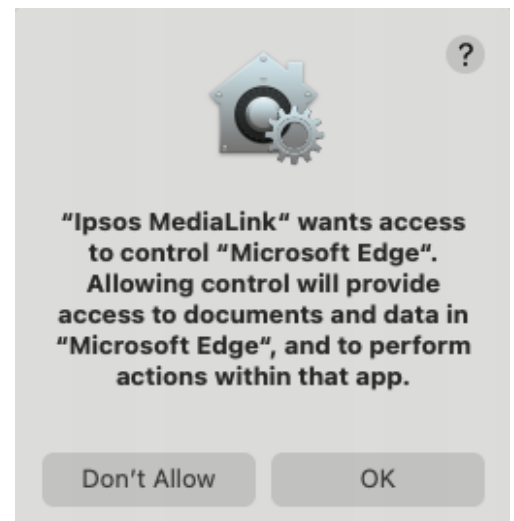
## Part 2: Allow Microsoft Edge Activity Detection

Microsoft Edge can continue running in the background even when all tabs are closed.

To work correctly, Ipsos MediaLink needs permission to detect when Edge is open and able to communicate.

When the macOS permission prompt automatically appears:

- Click '**OK**' or '**Allow**'



The extension is enabled. Return to the Ipsos MediaLink setup window and click '**Finish**'. The app will now display '**Configured**'.

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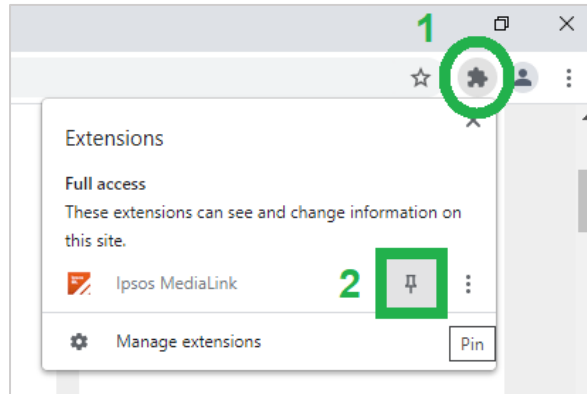
## Quick Tip



### Pin the MediaLink Extension (Toolbar)

Doing this will allow you to always see the extension on your browser toolbar.

For Chrome / Edge  

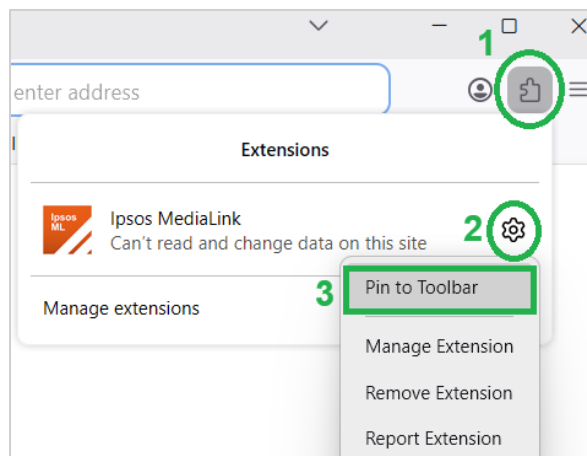
Please open your **Chrome / Edge** browser, if installed.





1. On the right of the address bar, click the **extensions** icon 
2. Now on the right of '**Ipsos MediaLink**' please click on the **pin** icon 

For Firefox 

Please open your **Firefox** browser, if installed.



1. On the right of the address bar, click the **extensions** icon 
2. On the right of the '**Ipsos MediaLink**', click the **cog wheel** icon 
3. Now click the '**Pin to Toolbar**' option.

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## YOU'RE ALL SET

You should now see 'Configured' shown when you open the app.

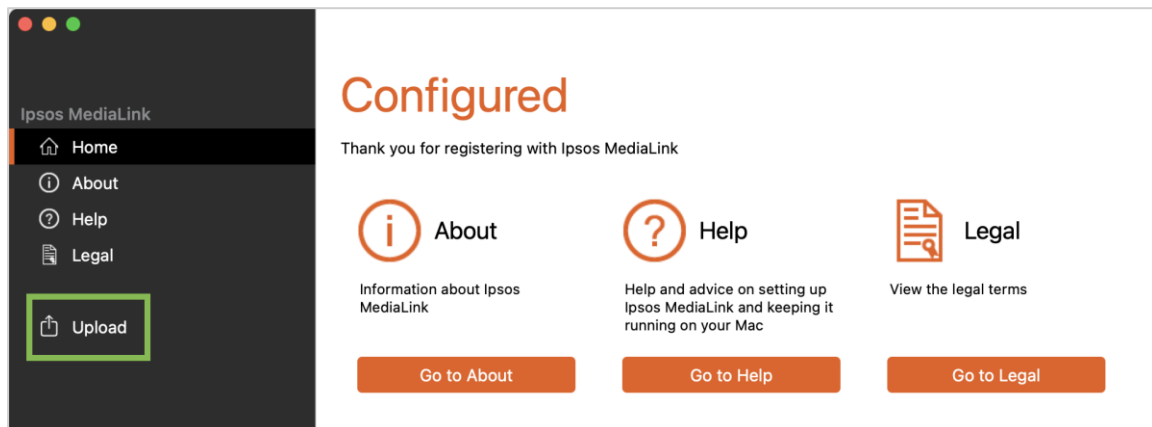
**Menu Bar:** 1 x Ipsos MediaLink icon

**Extension Icons:**

- Chrome (**Hidden**) – see 'Quick Tip' on page 14 to make this visible.
- Edge (**Hidden**) – see 'Quick Tip' on page 14 to make this visible.
- Firefox (**Hidden**) – see 'Quick Tip' on page 14 to make this visible.
- Safari (**Hidden**) – expected browser behaviour

## Displayed in the Ipsos MediaLink app

In the app, you can click the '**Upload**' button to send data.



## Mac OS Menu Bar



## Browser Extensions

