



5TH DECEMBER 2011

ABC launches Multi-Platform Certificate for 'Brand' and 'Groups'

ABC today announces the launch of its new Multi-Platform Certificate allowing media owners to showcase the reach of their brand, publishing group or sector across multiple platforms. The Multi-Platform Certificate (Brand) is for individual brands, whilst the Multi-Platform Certificate (Group) will allow a media owner to showcase reach across a sector, market or geographical region. The innovative Multi-Platform Certificate comes in response to the increasing demand and changing needs of both owners and buyers in the media industry. Certification will be available from January 2012.

With audiences interacting with media brands in many different ways, media owners want and need to demonstrate a broader view of their brand reach and performance. This new certificate from ABC will allow them to highlight the full scope of their reach whilst retaining the ability to view each communication platform separately. It will allow a media owner, such as a Regional Publisher, to showcase reach across a geographical region, showing how they serve local communities across different platforms. The certificate can be customised based on the communication platforms a media owner wishes to report.

Media buyers will benefit from an at-a-glance guide to a brand or a group, enabling them to take a holistic approach towards planning and buying their campaigns. The Multi-Platform Certificate will provide them with data which has the ABC stamp of trust and adheres to industry-agreed standards.

ABC standards cover a wide range of platforms including; print, exhibitions, email, newsletters, websites (including restricted access), apps, digital editions and many more. New measurements are constantly being developed with the support of the industry which will be able to be represented on the Multi-Platform Certificate. Social media reporting is a good example and subject to industry agreement, will be available on Multi-Platform Certificates.

The ABC Multi-Platform Certificate, which follows directly on from the launch of ABC's webBase, will contain a media owner overview, a summary of all products presented and audited data across the different elements; including activity across platforms during the audit period and a detailed breakdown by media platform.

Jerry Wright, Chief Executive of ABC comments: "ABC constantly strives to respond to the demands of the media industry. Our Multi-Platform Certificate for brands and groups makes the reporting process clearer and simpler. As brands develop their offerings and have an increasing number of platforms to audit, it makes sense to consolidate the process and ensure all information can be found in one place."

Claire Butcher, Media Director, Ogilvy Primary Contact comments: "The media industry has changed significantly. With so many platforms available, it is crucial to us, as buyers and planners, to be able to understand where our audience is. The Multi-Platform Certificate is an incredibly important development from ABC to support our campaign planning."

Chris Pennock, Group Newspaper Sales and Marketing Director, Johnston Press comments: "We welcome the approach ABC is taking with the announcement of the Multi-Platform Certificate launch. This product will be ideal for us to be able to showcase the reach of our brands. We look forward to working with ABC to release our first Multi-Platform Certificates."

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About ABC

ABC is governed by the media industry, for the media industry and is the expert at setting data and process standards across multiple platforms. ABC provides a stamp of trust for media buyers, media owners, publishers and digital traders working in existing and emerging platforms.

The ABC Board consists of 16 media owners, media agencies, advertisers and trade body members – with 25 per cent of the Board representing the digital sector. The Board make strategic decisions as to how ABC is run and each industry sector is represented by a Reporting Standard Group.

ABC was established in the UK in 1931 and is a founder member of the International Federation of ABC's (IFABC), of which ABC CEO Jerry Wright is President. ABC's digital arm was established in 1996 and was united with ABC under one brand with a new identity and integrated structure in March 2011. ABC works to deliver common international standards for measuring digital reach, engagement and loyalty, as well as creating common standards for good practice throughout the industry.

For further information please visit www.abc.org.uk

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Notes to editors

All data shown on a Multi-Platform Certificate will be audited by ABC according to existing industry rules.