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ABC introduces new Reporting Standards for Digital Publications

ABC has launched new Reporting Standards for Digital Publications, an entirely new set of standards to cover this previously unreported digital asset. The concise new Reporting Standards will enable media owners to report circulation and a range of other metrics for digital publications that do not fall within the current digital editions rules. This change makes it possible for media owners to report across all print and digital platforms to industry agreed standards including websites, apps, digital editions, social media, email and databases.

The new principles were developed in response to industry demand as a growing number of media owners launch digital publications without a print parent, and sit alongside existing standards for digital editions with a 'parent' print edition.

This new reporting option is available to all media owners, regardless of sector, making it possible to report ABC verified figures across all print and digital platforms. Owners wishing to take advantage of the new Digital Publications standards will be required to report circulation alongside optional metrics including active openings, active downloads, unique browsers, pages impressions and breakdown analysis of metrics by browser or device, for example iPad or Blackberry.

Digital Publications will be reported on a standalone certificate, and can also be included on ABC's Multi-Platform Certificate, which was launched in December 2011. The Multi-Platform Certificate (Brand) is for individual brands, whilst the Multi-Platform Certificate (Group) allows a media owner to showcase reach across a sector, market or geographical region. The innovative Multi-Platform Certificate comes in response to the changing needs of both owners and buyers in the media industry.

Bob Wootton, director of media and advertising, ISBA said, "Such is the speed of change in the media industry, it was crucial for ABC to respond to members' requirement for a simple rulebook with the capacity to evolve quickly and keep pace with change. This is a timely initiative from ABC and following the launch of the Multi-

Platform Certificate, advertisers are now able to see the full reach of a media owner's brand, which is crucial for the effective planning of any campaign."

Barry McIlheney, Chief Executive, PPA said, "These new rules from ABC allow media owners to showcase the growing reach of their brands across a wide range of formats, and this is therefore a welcome step in the right direction from ABC."

Jerry Wright, CEO, ABC said, "With the growth of digital platforms an increasing number of media owners are creating digital publications without an equivalent print edition. That's why it became crucial to develop a rule set that enabled publishers to report the circulation and other aspects of these publications. The launch of Reporting Standards for Digital Publications fills this gap and is an important development for the industry. Its concise format will allow for rapid changes to the rule sets so keeping pace with digital developments in the future."**-ends-**

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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