



3 January 2012

ABC statement on Content Verification (CV) tool review

In July 2011 ABC was asked by JICWEBS to review the capabilities of CV tools in order to deliver greater transparency to the industry in terms of their role in reducing the risk of misplaced advertising.

Eight organisations submitted their tools for review against criteria set out by JICWEBS. The aim being to test the ability of tools to block, in real time, the serving of an online ad onto destinations that have been defined in advance as inappropriate to a campaign. The initial review has now been completed. This has involved extensive testing and dialogue between ABC and the tool providers, during which some of these have developed their systems in the light of the review findings. Individual reports have been sent to each organisation taking part and a period of time set aside for consideration of our findings. A full industry report is planned for early 2012.

This work forms part of a broader review of online ad placement building on the success of IASH to date. Principles which evolve the IASH code to provide industry wide best practice guidelines have been developed and are currently under review by key ABC member organisations in the digital media industry. These new principles aim to bring greater trust and transparency to the online advertising industry and will be submitted to JICWEBS for review in January 2012.

Richard Foan, Group Executive Director of Communication and Innovation said “Trust is key for growing market confidence in online ad trading systems. This initiative will ensure the best practice principles are relevant and underpin that trust.”

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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

For more information please contact:

Mark Barber / Isabel Napier Wilson / Caroline Stephenson at Eulogy!

020 7927 9999 / abc@eulogy.co.uk