



PRESS RELEASE

24th November 2011

Industry appoints Brendan McCabe as Chair of ABC Irish (ROI) Council

ABC announces that Brendan McCabe has been appointed Chair of the ABC Irish (ROI) Council, replacing John Mayhead.

McCabe has recently retired from an extensive and successful forty-year career in the newspaper industry, where he held positions in every division of newspaper production, sales and general management.

In the role of Sales Director, McCabe was involved in the development of advertising at the Irish Independent, Evening Herald and Sunday Independent, before moving on to Independent Newspapers (Ireland), and the role of Deputy Chief Executive. More recently McCabe has held the position of Managing Director of Independent Newspapers' regional titles in the North East.

McCabe is also a Fellow of the Marketing Institute of Ireland and sits on both the Board of the Advertising Standards Authority and on the Joint National Readership Survey.

Jerry Wright, Chief Executive, ABC comments:

“I am delighted that Brendan is to Chair the Irish (ROI) Council, and welcome his unrivalled understanding of the publishing sector along with his wealth of experience in both newspaper advertising and general management.”

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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.

The Irish (ROI) Council has the responsibility for ABC Reporting Standards for Republic of Ireland giving it the authority to develop rule sets directly relating to Irish (ROI) publications.

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.

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