



PRESS RELEASE

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ABCe appointed to validate use of central government websites

The Central office of Information (COI) has appointed ABCe to validate traffic figures for government websites.

All websites run by central government live in April 2010 will be audited. The ABCe audit will provide COI with information about the number of Unique User/Browsers to the sites, Page Impressions as well as Visits and Visit Duration.

The third party audit by ABCe will substantiate reported web audience figures and ensure traffic claims adhere to industry agreed standards.

ABCe is the independent, impartial, UK industry-owned service that delivers trusted certification for online and digital media. All ABCe data is audited to industry-agreed standards as defined by JICWEBS (Joint Industry Committee for Web Standards). ABCe provides independent assurance to media owners that a website is attracting the size of traffic it claims.

Jerry Wright, Chief Executive of ABC, said: “We are pleased to be working with a government department setting an example to the industry. This audit ensures openness, transparency and accountability and, demonstrates a commitment to delivering web traffic data that is independently verified to the UK industry-agreed standards.”

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About ABC & ABCe

ABC is a non-profit distributing organisation owned by the media industry, tasked with promoting trust by providing robust currencies on which to trade media in the UK and Ireland. ABC certifies and provides audit services to verify the circulation figures of newspapers and magazines, attendance at exhibitions and performance data across a wide range of digital media (including websites and email) through ABCe.

ABC is governed by a Council of permanent and elected representatives including media owners, media buyers, advertisers and representatives from industry trade bodies. Any changes to Reporting Standards are instigated and agreed on by these industry representatives including ISBA, IPA, PPA, NS and NPA, to ensure the needs of the media industry are met.

ABCe's role is to manage standards for the online industry through its work with JICWEBS, the Joint Industry Committee for Web Standards, and to provide credibility, comparability and transparency for digital media. www.jicwebs.org

ABC was first established in the UK in 1931, is a leading founder member of the International Federation of ABC's (IFABC), and is one of the largest media audit bodies in the world. ABCe was established in 1996 and delivers global measurement standards for local markets through its work as Chair of the IFABC web standards group. www.ifabc.org

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

About COI

COI provides marketing and communications services for government and the public sector. COI aims to secure best value for money in marketing for government through reducing duplication, maximising efficiency and best practice communications.

For further information please visit coi.gov.uk