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ABC delivers a stamp of trust for the media industry. We are owned and developed jointly by media owners, advertisers and agencies to set agreed standards for media brand measurement across print, digital and events.

ABC is also a trusted verification provider. We audit media brand measurement data and the adoption of good practice and processes to industry-agreed standards.

Established in 1931, ABC was the first UK Joint Industry Currency (JIC) and is a founder of the International Federation of ABCs.

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