



Delivering a Stamp of Trust for the Media Industry

abc.org.uk

ABC Media Brand Measurement Standards

ABC delivers industry agreed standards for media brand measurement across print, digital and events.

We are owned and developed jointly by media owners, advertisers and agencies.

The ABC Board includes representatives from:

The Voice
of British
Advertisers



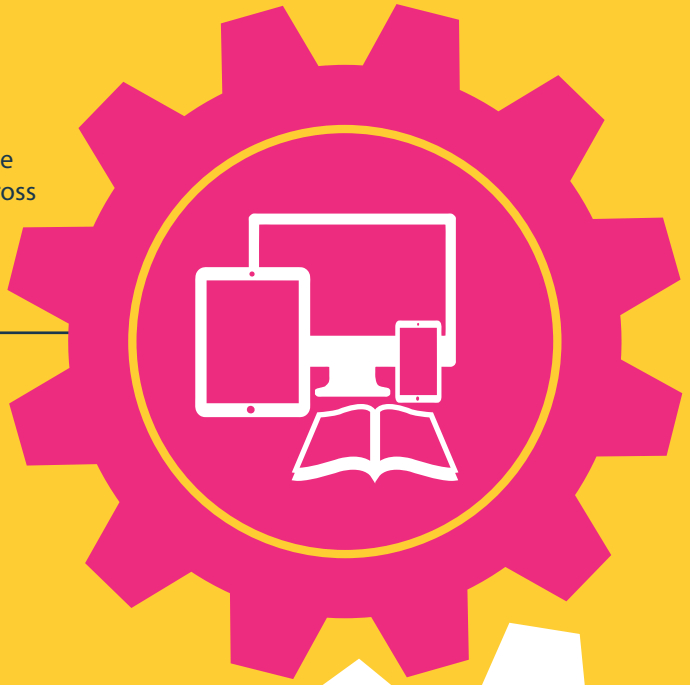
Over 80 key industry practitioners also sit on our Reporting Standards Groups. They review and evolve the standards for each media sector to enable innovations to be reported.

"ABC is independent, transparent and essential. It is the ultimate mark of trust. Without ABC it would be like the wild west!"

Lynne Robinson, Research Director, IPA

Media owners

use ABC to demonstrate brand performance across a range of channels.



Agencies & advertisers

trust ABC to inform their media buying decisions because they know the data has been independently checked and is transparent.

Verification to ABC Media Brand Measurement Standards

We independently verify media owner data to industry agreed standards.

This includes:

Print Circulation & Distribution

Digital Edition Circulation
& Digital Publication Traffic

Email Activity

Web (including app) Traffic & Engagement

Social Media Activity

Event & Exhibition Attendance

“ABC provides us with a consistent measure of our circulation and digital reach that is credible to our advertisers. It’s got the respect of everyone in the industry and is really important for our business”

Jamie Credland, SVP, Strategy & Marketing,
The Economist Group





Events



Social Media



Email



Web



Print



Digital Editions
& Publications

Verification to other Industry Standards

We also work closely with other organisations to independently verify the adoption of good practice and process to their industry agreed standards.

These include:



“ABC verification of digital trading processes is vital to ensure that advertisers are getting what they are paying for and their brands are protected when they place advertising online.”

David Ellison, Marketing Services Manager, ISBA



JIC|WEBS



ANTI AD FRAUD
minimising the impact
of fraudulent activity



VIEWABILITY
verifying the capability
of tools to report
viewable ad impressions



ONLINE BRAND SAFETY
minimising the risk of
ads appearing alongside
inappropriate content

ABC was the first
Joint Industry Currency
in the UK. JICs are owned by the
industry – advertisers, agencies
and media owners – to provide
transparent and objective
audience measurement for
each medium.

Over **2000** products and services
have the ABC stamp of trust.

This **trust** is crucial to help
our industry grow.



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