

# MEDIA BUYER RESEARCH

100% OF RESPONDENTS BUY OR PLAN PUBLISHED MEDIA.  
HERE'S WHAT THEY TOLD US...

## BENEFITS OF USING ABC DATA



85%

Of buyers agree ABC data is a helpful sense check for other measurement data



85%

Agree ABC data saves time otherwise needed to check facts

85%

Of buyers agree ABC auditing helps reduce the risk of inaccurate or misleading audience claims



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"Having ABC audited data is important for knowing the exact value of the title we're purchasing and making comparisons with other titles."

**Alice Buttlng-Smith**  
Managing Director,  
Attinger Jack Advertising

"In a world full of untruths, it's great to have a source of ultimate truth in ABC."

**Nick Brown**  
Investment Director,  
Starcom

## BUYER THOUGHTS & ACTIONS

80%

Of buyers are more likely to recommend or invest in a title when ABC audited data is available



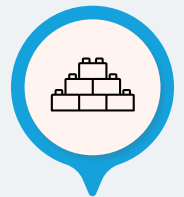
82%

Of buyers agree ABC data is an asset for published media and helps attract advertising



82%

Agree ABC data is important in their media buying decisions



89%

Agree census-based data is a vital element of media measurement

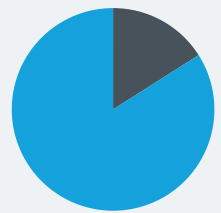


89%

Of buyers are more likely to challenge publisher claims when they're not independently audited.

84%

Of buyers are wary of self-reported data



87%

Of buyers use ABC Data



## KEY TAKEAWAYS

- ☆ Buyers use ABC data
- ☆ Buyers trust ABC data
- ☆ Buyers prefer ABC data