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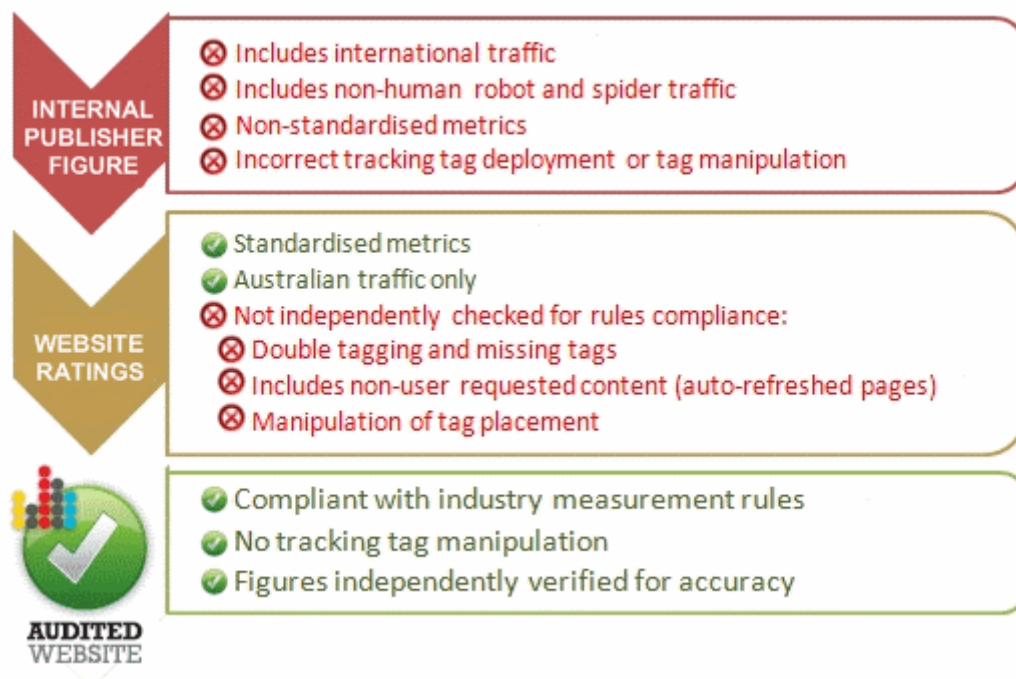
Protect yourself – Demand independently audited ABA Web Data

Dear MFA members,

In this maturing digital marketplace, it's not enough for a website just to be listed in public website rankings or to provide publisher claims – every site needs to be independently ABA audited.

An ABA audit will ensure the data you rely on has been verified against industry agreed rules which means the data only includes user-generated activity and has not been inflated through manipulation of the tracking tags.


In the past 12 months the MFA was part of an industry-wide initiative to create an audit methodology that allows web publishers of all sizes to deliver independently audited data to advertisers and agencies.



What do you need to do?

The Audit brings into focus measurement and reporting practices relating to rich media; non-user requested content such as auto-refresh; and double counting issues. **These are important factors that put your clients' investment at risk because they may be wasting valuable ad-spend on audience reach that doesn't exist.**

The MFA is actively involved in the setting of the rules that govern the audit and reporting process, therefore as an MFA member you have a right to demand all web publishers you deal with are ABA audited.

ABA audited data is indicated with a green tick  in Nielsen Online's Market Intelligence service and is visible through ABA's online CrossMedia data portal at www.auditbureau.org.au.



The screenshot shows a Nielsen Market Intelligence Ranking Report for the technology sector. The report includes a table with columns for Rank, Name, Ave Daily UB, UB, and PI. ABA audited data is marked with a green checkmark in the Ave Daily UB column.

<input checked="" type="checkbox"/>	Rank	<input type="checkbox"/> Name	<input type="checkbox"/> Ave Daily UB	<input type="checkbox"/> UB	<input type="checkbox"/> PI
<input checked="" type="checkbox"/>	1	smh.com.au/technology/	<input type="checkbox"/>	492,110	2,099,900
<input checked="" type="checkbox"/>	2	news.com.au/technology	<input type="checkbox"/>	38,777	2,007,700
<input checked="" type="checkbox"/>	3	theage.com.au/technology/	<input type="checkbox"/>	31,818	2,001,007
<input checked="" type="checkbox"/>	4	CNET	<input checked="" type="checkbox"/>	28,798	4,107,000
<input checked="" type="checkbox"/>	5	Gizmodo [Allure]	<input type="checkbox"/>	21,000	3,110,000
<input checked="" type="checkbox"/>	6	ZDNET	<input checked="" type="checkbox"/>	18,107	3,100,000
<input checked="" type="checkbox"/>	7	Australian IT	<input type="checkbox"/>	14,200	1,207,007
<input checked="" type="checkbox"/>	8	Lifehacker [Allure]	<input type="checkbox"/>	12,217	1,074,070
<input checked="" type="checkbox"/>	9	Techrepublic	<input checked="" type="checkbox"/>	8,400	904,007
<input checked="" type="checkbox"/>	10	PC World	<input checked="" type="checkbox"/>	8,000	801,000
<input checked="" type="checkbox"/>	11	iTnews	<input checked="" type="checkbox"/>	5,000	507,000
<input checked="" type="checkbox"/>	12	PC Authority	<input checked="" type="checkbox"/>	5,000	400,000

Gary Hardwick, MFA President comments "Our industry spends billions a year making media placement decisions and rightly so, our clients are increasingly looking for confidence in the decisions we are making on their business - this is why transparency and accuracy of data and information is mandatory.

The ABA audited web data process, without question provides this confidence and I encourage our industry to be extremely cautious about using numbers that have not agreed to undergo this process to make these commercial decisions. The truth is in the detail and for sites that are not audited, can we believe in the numbers?"

The MFA is supporting members with a series of information presentations in conjunction with the ABA during December and January.

If you have any questions about the auditing process, please feel free to email kerry.field@mindshare.com or contact the ABA directly on 02 8912 6009 or by email: webaudit@auditbureau.org.au or visit the ABA at www.auditbureau.org.au.

Kerry Field
MFA Chair, Digital Committee

Mindshare
Partner, Innovation