



## Media Release

### Australia's online community embraces the ABC and CAB, (ABA<sup>1</sup>)

Sydney - March 20, 2009 – Australia's online marketplace has been set a new standard for excellence with the launch of web traffic statistics reported through the ABA's new Web Audit Service. The service will verify the correct placement and number of tags per page by online publishers and ensure that the web measurement system is capturing web traffic data accurately and reporting in accordance to industry agreed standards.

The service is the outcome of industry-wide consultation and collaboration between the ABA, their media provider members, the MFA<sup>2</sup>, AANA<sup>3</sup> and IAB Australia<sup>4</sup> and will be a step towards reaching media industry standards for the reporting of web traffic statistics, thus increasing advertiser and media buyer confidence.

ABA's involvement will be multi-layered providing a wide range of services designed to deliver greater accountability and transparency to the online industry including:

- Launch of the ABA Web Audit service from May 1,
- Access to the Nielsen Online Market Intelligence service for ABA's 1500 members; and
- Reporting of audited print and online data alongside each other.

Gordon Towell, ABA CEO explained, "Our involvement in the delivery of audited website traffic metrics is an important milestone providing an industry benchmark that will give advertisers and media buyers directly comparable data when making their marketing decisions. Interestingly, these are the same driving forces within the print media that created the original ABC back in 1932!

This is the first time the ABC and CAB have joined forces to deliver a service across their memberships. By partnering with Nielsen Online, ABA members will now have access to a cost-effective and auditable web measurement solution which has currency amongst media buyers and will increase visibility of the 'long tail' to media buyers."

Megan Clarcken, Managing Director, Nielsen Online said: "Nielsen Online and the ABC and CAB share a common goal of driving transparency and accountability with the online industry, and we are delighted to be working together to support this important initiative. We are confident the new audited metrics will be welcomed by ABA members and give them greater confidence in circulation data."

Carol Morris, Executive Director of the MFA said: "The MFA applauds the introduction of the ABA web traffic audit, seeing it as an important step in the maturity of digital media. In today's challenging climate, the introduction of audited web traffic data will deliver greater accountability, transparency and confidence to media buyers at a time when media accountability is a high priority.

The MFA has been an enthusiastic and active partner in the development process for this important breakthrough for digital media and will actively promote spend in audited web media."

The audit service will be a key component of the ABA's joint offering with Nielsen Online which will be available to ABA members who are not currently using SiteCensus or Market Intelligence services. Existing Nielsen Online customers will also have access to ABA Web Audits.

Audited Nielsen Online data will be identified by either an ABC or CAB logo on the Market Intelligence service. This arrangement will also apply as Nielsen Online roll out their new hybrid system. Audited print circulation data will be published alongside audited online data through the ABA's eData portal, providing ABA publisher members with an opportunity to showcase the key elements of the audiences they service.

<sup>1</sup> Audit Bureau of Circulations, Circulations Audit Board and Audit Bureaux of Circulations

<sup>2</sup> Media Federation of Australia

<sup>3</sup> Australian Association of National Advertisers

<sup>4</sup> Interactive Advertising Bureau of Australia



AUDIT BUREAU  
OF CIRCULATIONS



CIRCULATIONS  
AUDIT BOARD

ABA members participating in the service will have access to website traffic information – including daily unique browsers, monthly page impressions, total sessions, page duration and session duration. The first reporting of audited data will begin on June 1, 2009.

Kerry Field, MFA Digital Sub-Committee Chair and Partner, Innovation, Mindshare added: “The ABA and Nielsen Online partnership is a noteworthy industry development that has the MFA's full support. Not only will it give agencies greater visibility of the long tail but also some reassurance, through the audit process, that the data collection procedure for each publisher conforms to the set guidelines and is reported on a consistent basis allowing direct comparability.”

IAB Australia has also invited the ABA to join its Web Measurement Council, bringing over 10-years experience and involvement in the setting of international web standards, through the IFABC<sup>5</sup>, to the local industry.

Paul Fisher, IAB Australia's CEO commented: “The online audit services provided by the ABA will add an important layer of accountability to online measurement. It will fit well beside the considerable work already completed by IAB Australia's Measurement Council over the past 18 months, as well as the IAB's recent auditing of Nielsen Online's online audience measurement panel, and our collaboration with Nielsen Online in its rollout of hybrid methodology in Australia.

“We're also delighted to welcome the ABA to the IAB Measurement Council where they will collaborate to provide the Australian advertising industry with a world leading and industry best practice media measurement system,” said Mr. Fisher.

Scott McClellan, CEO, AANA confirmed: “Large advertisers depend on immediate access to accurate, verified, and comparable web traffic data which will create a level playing field with a single set of standards. The AANA take great comfort in knowing that the integrity and confidence associated with the ABC and CAB brands will now be applied to online advertising.”

Contact the ABA by phone on +61 2 9954 9800 or email to [marketing@auditbureau.org.au](mailto:marketing@auditbureau.org.au) for further information.

#### **About the ABC and CAB – Founding Member of the IFABC**

The Audit Bureau of Circulations (ABC), founded in 1932 and Circulations Audit Board (CAB) founded in 1957 are non-profit industry organisations governed by tripartite groups of Publishers, Advertisers and Advertising Agency members created to ensure independent verification of media. ABC's primary audit services verifies paid circulation while CAB provides audit services for the print media, exhibitions and many other forms of media advertising. For more information, please visit [www.auditbureau.org.au](http://www.auditbureau.org.au).

#### **About Nielsen Online**

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen Online and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit [www.nielsen-online.com](http://www.nielsen-online.com).

#### **About IAB Australia**

The Interactive Advertising Bureau (IAB) is the peak trade association for online advertising in Australia. As one of over 25 IAB offices globally, and with a rapidly growing membership, IAB Australia's principal objective is to increase the share of advertising and marketing dollars that interactive media captures in the marketplace. For further information about IAB Australia please visit: [www.iabaustralia.com.au](http://www.iabaustralia.com.au)

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<sup>5</sup> International Federation of Audit Bureaux of Circulations