

Dear Friends,

I feel privileged to welcome you all on behalf of Audit Bureau of Circulations and on my behalf to this 66<sup>th</sup> Annual General Meeting. I am extremely pleased to see you all, specially those who have travelled from outside Mumbai to attend this Annual General Meeting.

Bureau's Annual Report as well as Audited Statement of Accounts for the year ended 31<sup>st</sup> March 2014 was earlier circulated to all members which I trust you must have gone through.

## **2. HIGHLIGHTS OF THE YEAR:**

**2.1** Your Council collectively worked throughout the year towards a new area of audit of websites, e-editions of publications and other digital versions. Many sessions were

devoted towards discussing the next way forward in the new age of e-paper and e-edition. The digital age is fast catching up with all of us and it is imperative that your Bureau takes the lead in digital measurement. Your Council discussed the new avenues open to the Bureau in order to undertake digital audits and web measurement. Other ABCs worldwide have already entered into the digital audit space which has shown immense potential. At present one or two audience measurement vendors are operating in this field. The media agencies who are working in this digital space for media buying have been providing us necessary support and guidance in order to put in place a structure which would be vibrant, exhaustive and relevant in today's times backed by the trust and reputation of your Bureau. As and when the

structure for digital audit is finalized, we shall intimate you about the same and provide you more details.

**2.2** Your Council held three regional meetings – in the Western region (Mumbai), Southern region (Bangalore) and Northern region (New Delhi) with publishers and ad agencies who are members of the Bureau together with empanelled auditors. Several relevant points were brought up by members and auditors and your Council took cognizance of all those points and acted on the same.

**2.3** One of the point which had been raised at the regional meetings was about the Bureau recently not undertaking Bureau audits before issuing ABC certificate of circulation as done in the past. Taking the same into account and

recognizing the need for speedy issue of ABC certificates to publisher members, your Council took a decision recently to undertake special audits under special circumstances. These special audits would be undertaken by an appointed firm from amongst empanelled auditors who would be selected by the Bureau without the publisher having any choice. These special audits would be undertaken at the same time the normal circulation audits are undertaken and therefore there would be no second separate audit which publisher members would have to undergo, thus saving on costs. The details of the special audits have already been circulated to all publisher members and auditors.

**2.4** The process earlier initiated by your Council to suggest three names of empanelled audit

firms to publisher members in order to enable them select one of the audit firm who would undertake their normal circulation audit was put into effect from 1<sup>st</sup> January 2013. The same has been a great success and publisher members have responded positively. The detailed check-lists and other documents requested along with the audited circulation figures have also been duly complied with by the empanelled auditors which provides the Bureau a birds eye view on the extent of the audit undertaken by the empanelled audit firm.

### **3. VISION OF THE BUREAU:**

**3.1** Your Council desires that the ABC certificate of circulation should be one of the tool which media planners should be looking into along with the readership numbers. Over a period of time, considerable time and effort of your

Council has been devoted towards enhancing the relevance of ABC certified circulation figures. In recent times, Secretary General had personally met many media agencies and their media planners to explain the process of ABC certification and advantages of utilizing the ABC certified circulation numbers. Responses from media planners was positive.

**3.2** Your Council had also initiated a proposal to reflect both the ABC certified circulation figures and the readership estimates side by side in the readership software so that media planners look at both the numbers before finalising a media plan.

**3.3** I am positive that once your Bureau finalises the outline and the process for digital audit and starts issuing a consolidated certificate of circulation which would include the print publication, e-editions, website numbers and

other figures of reach of a publication, the ABC certificate would be highly valued in the market place. Your Council has made considerable efforts to achieve this milestone in the immediate future.

#### **4. ACKNOWLEDGEMENTS:**

**4.1** I wish to acknowledge and thank all Council Members for their unstinted support and guidance during various deliberations at the Council meetings. I also wish to thank Mr. M. Venkatesh, Mr. Vikram Sakhuja and Mr. Anil Dua who earlier resigned from the Council.

**4.2** I would also like to thank the Secretary General and his team for undertaking and successfully carrying out various tasks as assigned to them from time to time by the Council.

**4.3** I also wish to thank all members of the Bureau for their continuous support and co-operation during my tenure as the Chairman of the Bureau.

**5.** My successor would be chosen from amongst the publisher representatives on the Council. I would like to take this opportunity to wish my successor and his team of Council Members all the very best in the ensuing year.

Thank you,

Ravindra Pisharody  
Chairman

Date: 19<sup>th</sup> September, 2014

Place: Mumbai