



Audit Bureau Of Circulations

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PRESS RELEASE

ABC TO TAKE UP DIGITAL MEASUREMENT

Audit Bureau of Circulations (ABC) which plays a leading role in print measurement since 1948 has decided to take on an additional role of measuring digital audiences specially considering that digital advertisements are the fastest growing medium having huge revenue potential as usage of smart phones have penetrated in most markets. The digital measurement services offered by ABC would be available to all digital properties who desire to get their numbers measured based on a sound principle of measurement and in a transparent manner.

ABC would engage a proven technology partner who would bring on table many years of experience in digital measurement together with panel data. Digital properties desiring to be measured would be tagged. The entire process of digital measurement would be controlled and audited so as to ensure that the measurement data truly reflects its audiences.

The resultant measurement of digital properties would be a great boon to digital media agencies and digital advertisers who can now look forward to a comprehensive measurement tool alongwith a trusted stamp of authority from ABC which would lead to further expansion of digital advertising.

ABC would very soon start the digital measurement services and a further announcement would be made at a suitable date.

H.B. Masani
Secretary General