

Dear Friends,

I wish to welcome you all on behalf of Audit Bureau of Circulations to this 67<sup>th</sup> Annual General Meeting. Am happy to see you all having travelled all the way 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 2015 were earlier circulated to all members which I hope you had an opportunity to go through.

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

### **2.1 Digital Measurement:**

Your Council discussed at length the new areas of audit which your Bureau could enter into in the near future. One of the key areas which is fast developing and technology driven is the area of digital measurement. Media agencies have also started focusing more on digital business due to its availability on smart phones as well as its direct reach to consumers through many platforms.

Considering that ABC is in an advantageous position to take up digital measurement since your Bureau consists of combination of publisher digital property owners, clients and media agencies. Any digital measurement

undertaken by your Bureau would find ready acceptance in the market place. Also such measurement carries the trust, loyalty and stamp of authority of ABC.

Your Council throughout the year discussed various possibilities of initiating digital measurement for the benefit of all publisher members and others. Publishers having their own websites as well as Apps on smart devices together with various e-editions would qualify for digital measurement at an extra cost. For this purpose, your Bureau would be entering into an arrangement with an internationally renowned vendor who would provide cutting edge technology and regular updates for digital measurement.

Your Council is in the process of finalising a structure for digital measurement including a revenue module so that the digital measurement project could be started at the earliest.

Your Council also discussed issuing a consolidated certificate to such publisher members who enrol towards digital measurement. The digital certificate would be in the form of only print, print plus digital, print plus digital plus e-edition of the same brand.

## **2.2 Quarterly Circulation Audits:**

Your Council also touched upon a thought of undertaking certification of circulation figures every quarter instead of every six months as of date. After detailed deliberations at the Council, it was felt prudent to seek views of publisher members on the subject.

After ascertaining the views from publisher members who overwhelmingly informed the Bureau that they would not appreciate the idea of quarterly audits and are completely satisfied with the present six monthly audits. Accepting the views of publisher members, Council decided to drop the idea of quarterly audits at present.

## **2.3 Vision of the Bureau:**

Your Council desires that your Bureau should be vibrant and should be in a position to adapt to the changing environment. Your Council discussed many at times about enhancing the relevance of ABC certified circulation figures including meeting media planners and impressing upon them the need to look at ABC certified numbers side by side with readership numbers in order to arrive at a fair decision.

### **3. ACKNOWLEDGEMENT:**

I wish to acknowledge and thank one and all specially all members of the Bureau, my colleagues on the Council as well as the Secretariat for their continuous support and guidance during my tenure as the Chairman of the Bureau.

I would also like to thank, past Chairman, Mr. Ravindra Pisharody who would be retiring from the Council after the AGM and whose valuable guidance was most sought after. Council wishes Mr. Pisharody lots of success in the years to come.

My successor would be chosen from amongst the advertising agency representatives on the Council. I would like to take this opportunity to wish my successor and his team of Council Members a very successful year ahead.

Thank you,

Amit Mathew  
Chairman

Date : 9<sup>th</sup> September 2015  
Place: Mumbai