



# Audit Bureau Of Circulations

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## P R E S S   R E L E A S E

### Print Publications Circulation growing at CAGR of 5.04%

#### **MUMBAI, MAY 30, 2016:**

Audit Bureau of Circulations (ABC) has been certifying circulation figures of member publications every six months i.e. January-June and July-December since 1948 continuously over a period of 68 years. The trend of certified circulation figures by ABC show that the print medium (member publications of ABC) is thriving, growing and expanding in India inspite of stiff competition from other mediums namely, Television, Radio and Digital editions.

Audit Bureau of Circulations (ABC) certifies circulation figures after a stringent audit process through 90 empanelled firms of Chartered Accountants. As on date, 669 member editions (Daily and Weekly newspapers) and 50 magazines submit their circulation figures every six months for third party independent verification. Other members of ABC includes Media Agencies, Print medium advertisers, Govt. organisations and DAVP.

## H I G H L I G H T S

Print circulation of member publications of ABC grew by 5.04% CAGR over a period of last 8 years.

This growth by print publications was achieved due to new titles entering various market places as well as existing titles expanding their reach by starting new editions / printing centres at various locations.

Most member publications certified by ABC (across various languages) have shown a positive increasing trend during this period.

The details of certified circulation figures of member publications for the period July-December 2015 vis-à-vis January-June 2015 are attached for immediate reference.

**Digital measurement service by ABC**

Audit Bureau of Circulations (ABC) will also be shortly entering the field of Digital Measurement alongwith Nielsen. The Digital Measurement service would be generally available for the benefit of all digital properties within the next few months.

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