



# Audit Bureau Of Circulations

Wakefield House, Spratt Road, Ballard Estate, Mumbai – 400 001

Tel: +91 22 2261 18 12 / 2261 90 72 . ● Fax: +91 22 2261 88 21

E-mail : abc@auditbureau.org ● Web Site : <http://www.auditbureau.org>

## News Release

### **ABC Launches Digital Measurement backed by Nielsen's Technology**

#### **FIRST INDUSTRY-LED INITIATIVE TO MEASURE ONLINE AUDIENCES**

**MUMBAI – June 02, 2016** –Audit Bureau of Circulations (ABC), an independent body that provides audited newspaper and magazine circulation, is now foraying into measurement of digital properties. This is the first such initiative to offer industry-accredited digital measurement. The solution is being powered by Nielsen, who is providing a comprehensive end-to-end measurement across devices.

The service, which goes live from Q3 2016, fills an important gap for digital property owners by offering them precise audience metrics. The solution being deployed by Nielsen measures audiences consistently across PC and mobile, providing the media industry with highly accurate measurement of online text content, as well as key performance metrics such as reach, frequency and demographics.

Optimising big data to understand demographics, ensuring granularity of data while providing insights complemented by weekly sectional reporting across different devices, will empower digital property owners, advertisers and agencies to take informed decisions.

“The rate at which spends are shifting to digital, it has now become imperative to have a transparent system for understanding digital audiences, whether they are accessing information on websites or apps, from their PCs, tablets or mobile phones. This digital measurement service will add to ABC’s existing circulation audit service for publications. We are not restricting ourselves to the print publisher fraternity, but will extend the service to include digital property owners across sectors. This is a historic moment, as for the first time in India, an industry body has started a service of this kind” said Shashidhar Sinha, Chairman, Audit Bureau of Circulations.

“Nielsen’s collaboration with ABC is testament to our expertise in the digital measurement space. We are both privileged and excited to be associated with this landmark service,” said Prashant Singh, Managing Director, Nielsen India Region. “We know it is essential to understand digital consumption patterns to truly understand today’s consumer. For the digital property owners community, the industry backed numbers will lend credibility and provide a massive boost to their growing digital presence. This sophisticated solution will address fragmentation across niche digital properties, user segments of all sizes and most importantly a complete view across devices – giving advertisers and agencies a comprehensive picture and measure of return on investment for their digital spends.”

Hormuzd Masani, Secretary General, ABC said “The outreach will be to all digital properties, going beyond ABC publisher members, and will bring about standardization and higher accountability in measuring the consumer base with the backing of industry accreditation. This will prove to be an important and path-breaking currency for a fast evolving and dynamic industry.”

Across media, digital is witnessing the highest year-on-year growth of nearly 30%. While there are some marketers who have allocated over 20% of their marketing budget on digital, nearly all brand marketers are looking to spend more. This is more so due to the fast-growing internet user base, creativity and innovation possible on the digital medium, and the ability to better reach targeted audiences. The ABC digital measurement service will empower digital property owners to prove their capabilities in being able to reach the right audiences.

#### **ABOUT ABC**

Audit Bureau of Circulations (ABC) is one of the several organisations of the same name operating in different parts of world. ABC founded in 1948 is a not-for-profit, voluntary organisation consisting of publishers, advertisers and advertising agencies. It does pioneering work in developing audit procedures to certify the circulation data of publications which are members of ABC. The main function of ABC is to evolve, lay down a standard and uniform audit procedure by which a member publisher shall compute its Qualifying copies. The circulation figure so arrived at is checked and verified by a firm of chartered accountants which are empanelled by the Bureau. The Bureau issues ABC certificates every six months to those publisher members whose circulation figures confirm to the rules and regulations as set out by the Bureau.

Circulation figures that are checked and certified by an independent body are an important tool and critical to the advertising business community. For more information visit [www.auditbureau.org](http://www.auditbureau.org)

## **ABOUT NIELSEN**

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content—video, audio and text—is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90 percent of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com)

\*\*\*

### **Media Inquiries:**

#### **Hormuzd Masani**

Secretary General, Audit Bureau of Circulations

[masani@auditbureau.org](mailto:masani@auditbureau.org)

#### **Tarini Mathur Kaul**

Senior Manager, Marketing and Communications, Nielsen India

[Tarini.mathurkaul@nielsen.com](mailto:Tarini.mathurkaul@nielsen.com)

#### **Aravind Nair**

Associate Director, Marketing and Communications, Nielsen India

[Aravind.nair@nielsen.com](mailto:Aravind.nair@nielsen.com)