



<b>DATE</b>	8 February 13
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## @DLIB MAGAZINE SINGAPORE

*Linking Up Singapore's Media Industry*



Following the launch of its new website, the International Federation of Audit Bureaux of Circulation (IFABC) has refreshed its branding as part of its ongoing commitment to support its members in the rapidly growing digital world.

The refreshed branding includes a new logo that represents IFABC's global remit and shows the organisation as more digitally-focused. The logo will be used across all IFABC collateral as well as sitting on the new website, launched in July last year with the National Newspaper headline circulation data from 34 countries within IFABC membership.

This year will see the addition of local newspapers' as well as updated National Newspapers data from IFABC's membership as it continues to develop the website into a central resource for global circulation data.

The IFABC is a global forum for the identification and sharing of successful innovation, providing audit bureaux around the world with one cohesive voice and setting worldwide best practice for the measurement of the media industry.



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## Digital World

11 February 2013

### IFABC rebrands for the digital world



Not only has the International Federation of Audit Bureaux of Circulation (IFABC) launched a new website, it has also rebranded itself. The graphics of the new logo hints at the importance of digital media. This will be used across all collateral material as well as the website. IFABC has national newspaper circulation details from 34 countries within its membership and has recently added local newspaper data, too.

Jerry Wright, Chief Executive of ABC UK, was re-elected the global president of IFABC on October 2012.

The screenshot shows the IFABC website homepage. At the top, there is a navigation menu with links for HOME, ABOUT, MEMBERS, NEWS, JOIN, RESOURCES, and CONTACT. A search bar is located in the top right corner. Below the navigation, there is a 'FIND A MEMBER' section with a world map. The main content area is divided into several sections: 'WELCOME TO THE IFABC', 'GENERAL ASSEMBLY MADRID 2012', 'PRINT AUDITING', 'WEBSITE AUDITING', 'DIGITAL PUBLICATION AUDITING', and 'HOW TO CREATE AN ABC IN YOUR COUNTRY'. On the right side, there is a 'SEARCH OUR SITE' section and a 'LATEST NEWS' section with three news items, each with a 'READ MORE' link and a 'Posted by' date.



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### IFABC rebrands for the digital world

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## IFABC rebrands for the digital world

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The refreshed branding includes a new logo that represents IFABC's global remit and shows the organisation as more digitally-focused. The logo will be used across all IFABC collateral as well as sitting on the new website, launched in July last year with the National Newspaper headline circulation data from 34 countries within IFABC membership.



This year will see the addition of local newspapers' as well as updated National Newspapers data from IFABC's membership as it continues to develop the website into a central resource for global circulation data.

Jerry Wright, President of IFABC said, "In the ever-evolving digital world the IFABC has an increasingly important role to play in facilitating cross-border digital measurement standards that reflect the way that media is traded globally. It became crucial that we updated the look and feel of the IFABC branding to represent our position in the market and represent the organisations growing importance and its understanding of the digital

media world."

The IFABC is a global forum for the identification and sharing of successful innovation, providing audit bureaux around the world with one cohesive voice and setting worldwide best practice for the measurement of the media industry, says the IFABC.

### About the IFABC

The IFABC says: "The [International Federation of Audit Bureaux of Circulation \(IFABC\)](#) is a voluntary cooperative federation of industry-sponsored organisations established in nations throughout the world to verify and report facts about the circulations of publications and related data.

The IFABC was founded in 1963 in Stockholm, Sweden and has 36 bureaux covering 40 countries around the world. The IFABC Executive Board consists of nine members from various ABCs around the world. There is also a global Web Standards Group, founded in 1997, which is headed up by Richard Foan from ABC UK and more recently a Digital Publications Committee, which has been chaired by Glenn Hansen from BPA Worldwide.

Jerry Wright, Chief Executive of ABC UK, was re-elected the global president of IFABC in October 2012."

# M&M GLOBAL

## The future of global digital media trading standards

The International Federation of Audit Bureaux of Circulations (IFABC) was founded in 1963, long before the advent of digital publications, and was set up to establish an international set of rules to standardise circulation measurement, providing the media industry with reliable data for print media on a global scale, enabling cross-country planning. However, despite its print roots, the IFABC was quick to recognise the digital shift 15 years ago and has been working to accommodate these changes in the media landscape.

The speed of change over the last few years has been rapid and unrelenting. The global media industry is now operating across multiple platforms and publishers are increasingly launching digital products and using boundary-less, digital platforms to publish content that stands alone, as well as replicating a traditional, printed edition. As the market for such products grows, so too does the need to monetise them. However, monetisation can be difficult if there is no way to prove the value of investing in the new digital platforms.

JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) was created by the UK and Ireland media industry to ensure independent development of standards for measuring performance online and benchmarking best practice for online ad trading. The IFABC has adopted many of the JICWEBS standard definitions to ensure global principles are maintained. The IFABC World Wide Web Standards Group (IFABC WWWSG) reviews the global metrics to ensure they remain relevant as they are used in markets around the globe.

GroupM reported that global digital advertising spend exceeded \$98bn in 2012, a 16% year-on-year rise and a figure that represents approximately 19% of overall global ad spending. The trend is reflected across all established global markets. However, the digital world can be something of a minefield for advertising buyers who are wrestling with new challenges such as tracking advertising activity on multiple platforms, rights and fees, ad misplacement, and its complexity in general.



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Agencies and publishers want to be able to navigate the sweeping digital industry changes that are occurring almost continuously. Advertisers also want to be able to document usage and performance on a global scale, and therefore global metrics need to be established. Media owners also need an internationally recognised set of guidelines against which to measure the success of their brands. The IFABC WWWWSG has already delivered agreed metrics covering everything from page impressions to email delivery. At the group's last meeting, it agreed app and video metric definitions that underpin the results from the key global and local analytics tools. This provides global standards for local markets which are built on as required by those local markets.

The IFABC has also established a Digital Publications Standards Committee (DPSC), the objective of which is to establish a set of global measurement guidelines. Once the guidelines are agreed and issued they will be considered a starting point from which all IFABC members should begin. Each international member bureau will be able to add their own rules beyond the suggested guidelines. The Committee is also meeting with global digital publishing platforms to try to standardise the way metrics are reported to the ABCs. To ensure IFABC remains relevant in the evolving digital age, the DPSC will continue to meet to oversee the development of the guidelines as the medium continues to transform itself.

*By Jerry Wright, president, IFABC & chief executive, ABC UK*



## New president for IFABC Europe

**The International Federation of Audit Bureaux of Circulation (IFABC) has elected Magnus Paulsson as the new IFABC Europe President at its annual European meeting in Vienna last week.**

Author: [News Desk](#)

Posted on: 23 May 2013 06:00



Magnus Paulsson (pictured) takes over from George Bohlander of the Netherlands, who has, says the [IFABC](#), had a very successful four-year tenure in the role, re-energising and re-focusing the group on the challenges posed by the rapid growth of digital media



Magnus represents TS, the Swedish auditing body, and will hold the role of President, IFABC Europe at least until the next IFABC Global Assembly in Rio in late 2014. He will be responsible for supporting IFABC Global President, Jerry Wright, to drive the organisation forwards and to promote the development of Europe-wide media measurement initiatives.

This year's annual conference also sees the confirmation of ABC Croatia as the newest member of IFABC. In an increasingly digital world IFABC is continually looking to grow its presence to bring new countries into the ongoing discussions about best practice for media measurement and has an active programme for membership expansion in place.

The two day annual conference discussed a range of issues including a review of the launch of the IFABC 2015 Future Report, hybrid online audience measurement, digital publications and editions and business media total audience research/census measurement, as well the status of print circulation auditing. The IFABC was also addressed by three external speakers who offered insight from the wider industry that will

inform future plans for the organisation. Dominic Lyle, Director-General from the European Association of Communications Agencies (EACA) talked about 'What do Agencies Expect from ABC in this New Media World', Nathalie Le Borgne of Adledge addressed 'Online Ad Visibility' and Petteri Vainikka from Enreach is gave his view on 'What our Publishers Need to Grow Their Digital Revenue'.

Jerry Wright, President of IFABC said, "This is an exciting year for the IFABC in Europe with the confirmation of a new president and a new member country. In an ever-shrinking media world the role of the IFABC is becoming increasingly relevant. It is now more important than ever to be able to quickly and effectively share information, innovations and best practice around the globe and to encourage, wherever possible, a consistent approach to standards for media data.



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"Our annual European conference allows us to share and build on all the hard work that our members are doing throughout the year and ensure that we are all working towards the right goals. Our European members are undertaking some hugely innovative initiatives in their own countries and the more we can share this information the better that data measurement throughout Europe will be."

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### About the IFABC

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Jerry Wright, Chief Executive of ABC UK, was re-elected the global president of IFABC in October 2012."





### IFABC announces new European president



The **International Federation of Audit Bureaux of Circulation** (IFABC) elected Magnus Paulsson as the new IFABC Europe president at its annual European meeting in Vienna last week. Paulsson takes over from George Bohlander from the Netherlands, who had a four-year tenure in the role.

Paulsson represents TS, the Swedish auditing body, and will take the role of president, IFABC Europe until at least the next IFABC Global Assembly in Rio, Brazil, in late 2014. He will be responsible for supporting IFABC global president, Jerry Wright, to drive the organisation forward and to promote the development of Europe-wide media measurement initiatives.

## FOURTH SOURCE

# The Future of Global Digital Media Trading Standards

Over the last few years the speed of change in the way we create and consume media has been rapid and unrelenting.

The media industry globally is now operating across multiple platforms; publishers are increasingly launching digital products and using those boundary-less platforms to publish content on websites, in digital replicas of print editions or in stand-alone digital publications. As the market for such products grows, so too does the need to make money from them.

However, with advertising this can be difficult if there is no way to prove the scale and so the value of investing in these new digital platforms.

GroupM reported that global digital advertising spend exceeded \$98 billion in 2012, a figure that represents approximately 19 per cent of overall global ad spending and a 16 per cent year-on-year rise, a trend reflected across all established and developing global markets.

**Tablets have had a huge impact on the digital media landscape and media owners globally are turning to this new platform to provide a much-needed additional revenue stream.**

However, the digital world can be something of a minefield for advertising buyers who are wrestling with challenges such as tracking advertising activity on multiple platforms, rights and fees, brand safety, and its complexity in general. To have to consider these issues on an increasingly global scale is even more of a challenge and without internationally recognised and accepted standards clarity could be nigh on impossible.



Advertisers and their agencies also want to be able to document usage and performance on a global scale, and therefore some globally consistent metrics are becoming ever more relevant. Media owners also need an internationally recognised set of guidelines against which to measure the success of their brands.

Industry bodies such as the International Federation of Audit Bureaux of Circulations (IFABC), with locally-based organisations operating in 50 countries across the world, are naturally well-placed to respond to the demands of the industry on an international scale. Its well-established Web Standards Group has established measurement standards and metrics covering everything from browsers and page impressions to email delivery with the objective of establishing a framework of standards at a global level which are then built on as required in each local market.

These standards are publically available and are constantly being reviewed to ensure they meet the needs of the global advertising industry.

Tablets have had a huge impact on the digital media landscape and media owners globally are turning to this new platform to provide a much-needed additional revenue stream. The first set of IFABC global definitions and guidelines were published in 2012 by its Digital Publications Committee, which draws its expertise from Europe, the US, Latin America and Asia-Pacific.

The aim of the group is to provide the global media industry with a useable set of guidelines that offer transparency to media owners and media buyers, planners and advertisers into the reach of this new platform as it grows. These guidelines are currently being reviewed in light of the group's global experiences over the last year

An example of a brand that is already embracing cross-border measurement is The Economist, which issued the first ever Global Consolidated Media Report with data from AAM in the US and ABC UK. The report has shown audited data for The Economist's global print and digital entities across seven regions, a real step forwards for media buyers around the world, who can now access reliable print circulation and metrics from multiple digital channels.

The focus so far has been on establishing a global set of standards and guidelines, as establishing global measurement 'rules' which are universally accepted and more importantly, recognised, is not simply a case of one size fits all. Even drawing up the guidelines has not been an overnight process and until further standardisation is reached, international brands will still come up against difficulties when measuring global reach.

However, as individual audit bureaux continue to work with IFABC's global guidelines and the industry increasingly looks to work with globally-planned and measured campaigns, the IFABC is ready to play its part in creating the framework that will help to bring that about.

### By Jerry Wright



Jerry Wright has an extensive knowledge of the UK media and advertising industry built up over many years through a highly successful career at Unilever both in the UK and overseas. In October 2008, Wright joined ABC as Chief Executive and is fundamental to the strategic drive, development and growth of the ABC brand across print, events, digital and evolving platforms and in 2010 was appointed as the Global President of [IFABC](#).

## Guest comment: The future of global digital media trading standards

As digital media evolves at a rapid pace, ad metrics are changing too—and advertisers need to adapt fast to ensure they are getting return on their investment. Jerry Wright, Global President of the IFABC on the future of global digital measurement standards.



Over the last few years the speed of change in the way we create and consume media has been rapid and unrelenting. The media industry globally is now operating across multiple platforms; publishers are increasingly launching digital products and using those boundary-less platforms to publish content on websites, in digital replicas of print editions or in stand-alone digital publications. As the market for such products grows, so too does the need to make money from them. However, with advertising this can be difficult if there is no way to prove the scale and so the value of investing in these new digital platforms.

GroupM reported that global digital advertising spend exceeded \$98 billion in 2012, a figure that represents approximately 19 per cent of overall global ad spending and a 16 per cent year-on-year rise, a trend reflected across all established and developing global markets. This increased spend comes from advertisers and buyers exploiting a plethora of these new digital opportunities which transcends borders and brings ad content to new, global audiences. However, the digital world can be something of a minefield for advertising buyers who are wrestling with challenges such as tracking advertising activity



on multiple platforms, rights and fees, brand safety, and its complexity in general. To have to consider these issues on an increasingly global scale is even more of a challenge and without internationally recognised and accepted standards clarity could be nigh on impossible. Advertisers and their agencies also want to be able to document usage and performance on a global scale, and therefore some globally consistent metrics are becoming ever more relevant. Media owners also need an internationally recognised set of guidelines against which to measure the success of their brands.

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By Jerry Wright  
Global President  
IFABC  
<http://www.ifabc.org/>