



news release

Contact: Tim Peel
CCAB/BPA Worldwide
416.487.2418
mpeel@bpaww.com

FOR IMMEDIATE RELEASE

CCAB/BPA Worldwide and Nielsen Online to Deliver Co-branded Near Real-time Website Audit

BUSINESS

CONSUMER

DATABASE

EMAIL

EVENTS

INTEGRATED

INTERACTIVE

NEWSPAPER

Shelton, CT | September 8, 2008 – In a shift toward total brand metrics and away from single channel measurement, BPA Worldwide announced today that, in cooperation with Nielsen Online, BPA will bundle enhanced website traffic measurement with all print and event audits without increasing existing dues and fees.

BPA members around the world, including members of CCAB – BPA Worldwide's Canadian Division, will now have near real-time online reporting of audited web activity included with circulation audits of print products and attendance at exhibitions or events.

According to Glenn Hansen, BPA president and CEO, the global media auditing organization has been eager to create this added-value bundle for its members. "Last year we made the decision to manage revenue and expenses of our not-for-profit organization to enable BPA to offer more services for the same existing rate," he said.

"Cost containment measures and pricing management enable BPA to return value to its members by including 24/7 web measurement for every member with no change in dues or fees," Hansen continued. "We saw the opportunity to give back to our members a truly value-added package to measure their entire brand. This 'integrated pricing, integrated media' approach is vital to BPA's mission to lead the world in media auditing. And that mission only becomes truly validated when we can say 'whatever the channel'."

"CCAB currently leads the market by auditing the most titles across all print categories, and this new offering will set the standard for web measurement in Canada," said Tim Peel, General Manager of CCAB. "A real-time online reporting of web activity, included as part of CCAB members' existing fees, is exactly what Canadian publishers have been asking for."

The new tag-enabled census tool, powered by Nielsen's SiteCensus service, will be launched in beta test to BPA members already participating in BPA's log file-based interactive audits, as well as those members with print audits who have volunteered to participate in the test. The beta test is scheduled to run September through December with full roll-out to BPA's membership in January 2009.

"Nielsen Online and BPA Worldwide share a common goal of driving transparency and accountability within the online advertising industry, and we are delighted to be working together to support this important initiative," said Manish Bhatia, president, U.S. sales and global services, Nielsen Online. "By bundling SiteCensus' comprehensive and independent data and insights within its audit services, now delivering both on- and offline brand measurement, BPA will increase value for its members and, ultimately, advertisers."



BPA Worldwide and Nielsen Online (cont'd)

Page 2/2

"BPA chose to work with Nielsen," Hansen explained, "because like BPA, Nielsen is a globally recognized brand in the media industry. It has cutting edge, patented web measurement and reporting systems in place, and an installed base of media buyer users."

The "BPA powered by Nielsen Online" solution offers website traffic metrics providing an industry standard that gives advertisers and media buyers an apples-to-apples comparison when making their marketing decisions. "There are a number of web measurement tools available to media owners," Hansen said. "This new solution will create a level playing field with a single set of standards—provided on a constant basis—performed by one analytics tool—that advertisers and agencies can trust as accurate. A single, standard web measuring system across BPA membership eliminates any guesswork on why data is different amongst competitive sites."

BUSINESS

According to Hansen, BPA made the move from its previous log file-based interactive audit to page-tagging because the latter gets data to market much faster and at significant savings. As of January 2009, BPA will no longer offer log file audits to its members.

CONSUMER

DATABASE

EMAIL

EVENTS

INTEGRATED

INTERACTIVE

NEWSPAPER

BPA members will now be able to access website traffic information—including page impressions, unique browsers, users sessions, unique browser frequency, user session duration, page duration and an executive summary of the above—on an unlimited basis to retrieve nearly-real time data, 24 hours-a-day, seven days a week. The ability to select by market sector, country of origin of traffic, or specific site also exists. Members can print or download website traffic information based on daily, weekly, monthly or historical reports, or forward the traffic data directly to sales staff or prospective advertisers. Although BPA will not produce individual reports for the online data, top-line web data can be integrated with a brand's BPA circulation or attendance data. BPA will also work with Nielsen to collect qualitative survey data from website users for more robust measurement and demographics by site and market sector.

As part of its agreement with Nielsen Online, BPA will conduct a System Certification on Nielsen's SiteCensus tool on an annual basis to ensure it is properly collecting and reporting web traffic data. BPA will also continually audit each website to ensure correct tag placement and number of tags per page, as well as accurate filtering of spiders, robots, and internal users from traffic counts.

About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA serves more than 2,500 media properties—including over 1,900 B-to-B publications, more than 400 consumer magazines and newspapers, 100+ Web sites, and events, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

About Nielsen Online Nielsen Online, service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com.