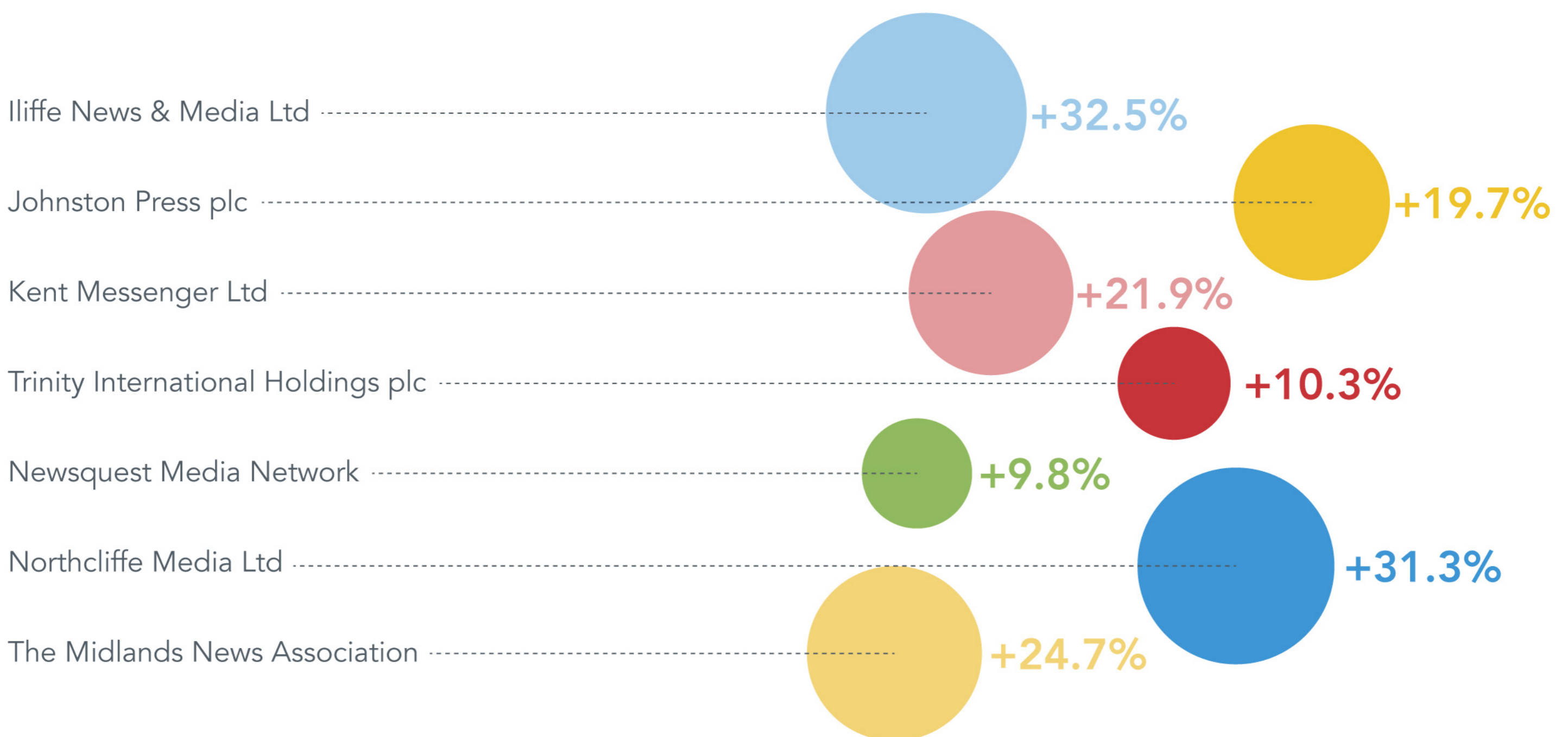


ABC Regional Publications Multi-Platform Report July-December 2012



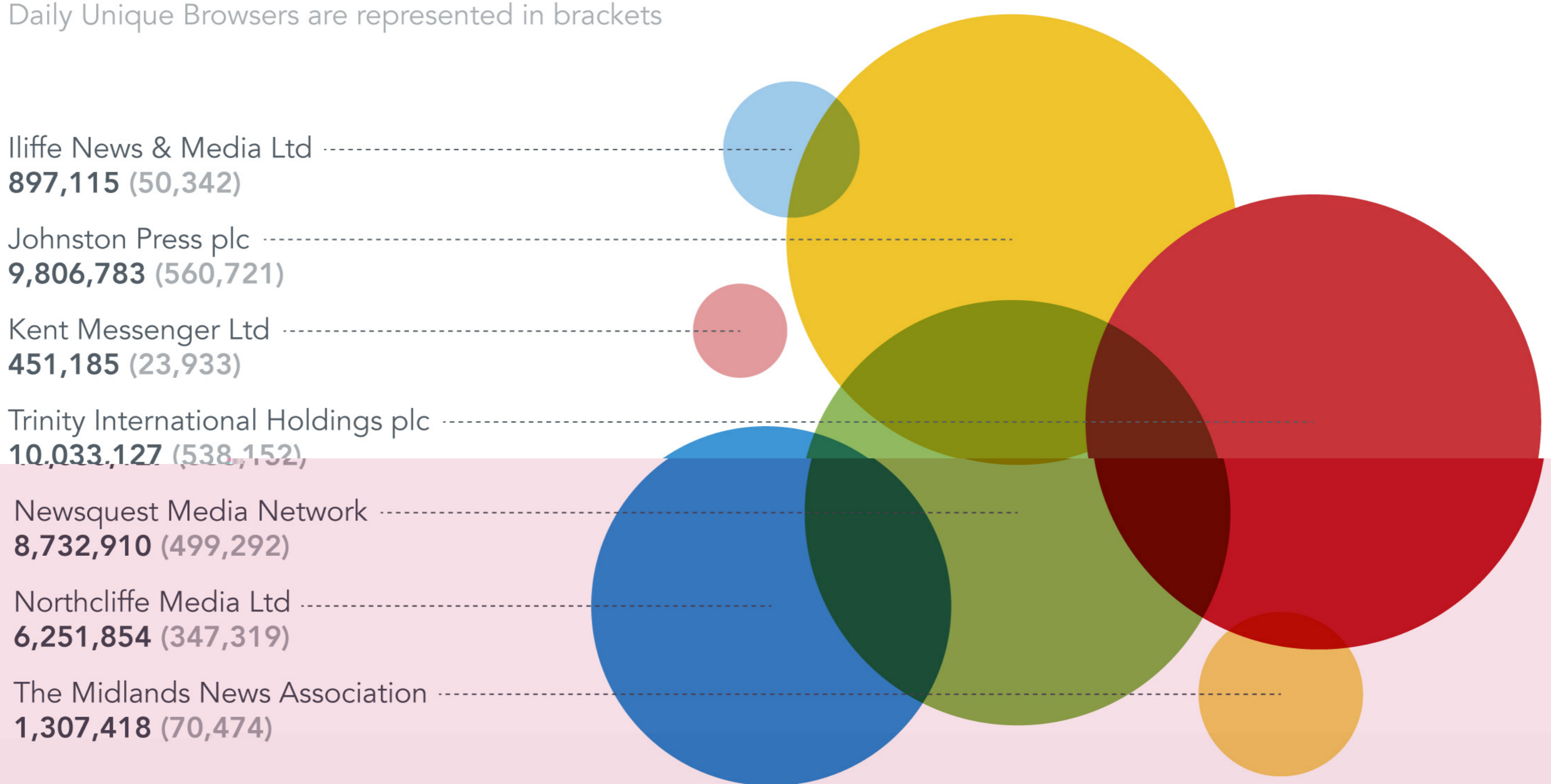
UK regional publications have seen a huge growth in their unique browser figures as consumers migrate online. The ABC Regional Multi-Platform Report shows the extent of this growth and highlights the importance of a publisher's online presence.

Monthly Derived Unique Browsers Year on Year % change



Monthly Derived Unique Browsers

Daily Unique Browsers are represented in brackets



ABC works to manage and uphold standards that reflect media industry needs and which determine best practice in how media industry data is prepared and reported. ABC offers services to report media brand performance across print, digital, events and evolving platforms as well as providing a audit and compliance service to check that data and processes meet these industry agreed standards.