

Media Breakfast Briefing 22nd March 2013



The Big Number Debate
Print + Digital = What does it mean?



We aim to address these four questions today

Print + Digital = What does it mean?

- What do publishers want?
- What do buyers want?
- What does ABC already deliver?
- How does this topic fit into the bigger picture?

Global standards for local markets



- www standards group for 40 countries
- Digital publications group for 40 countries
- Recognising the global nature of digital trading systems and balancing this with local needs – using your UK ABC

By the industry, for the industry

- Advertisers



- Media agencies



- Media owners





Standards – why are they important and how do we get them

Setting the standard

Setting the standard



Setting the standard



Setting the standard

abc QuickView
multi-platform reporting

Figures at your fingertips...

- View different metrics across multi-platforms
- Analyse, save and share reports
- Chart data and tables

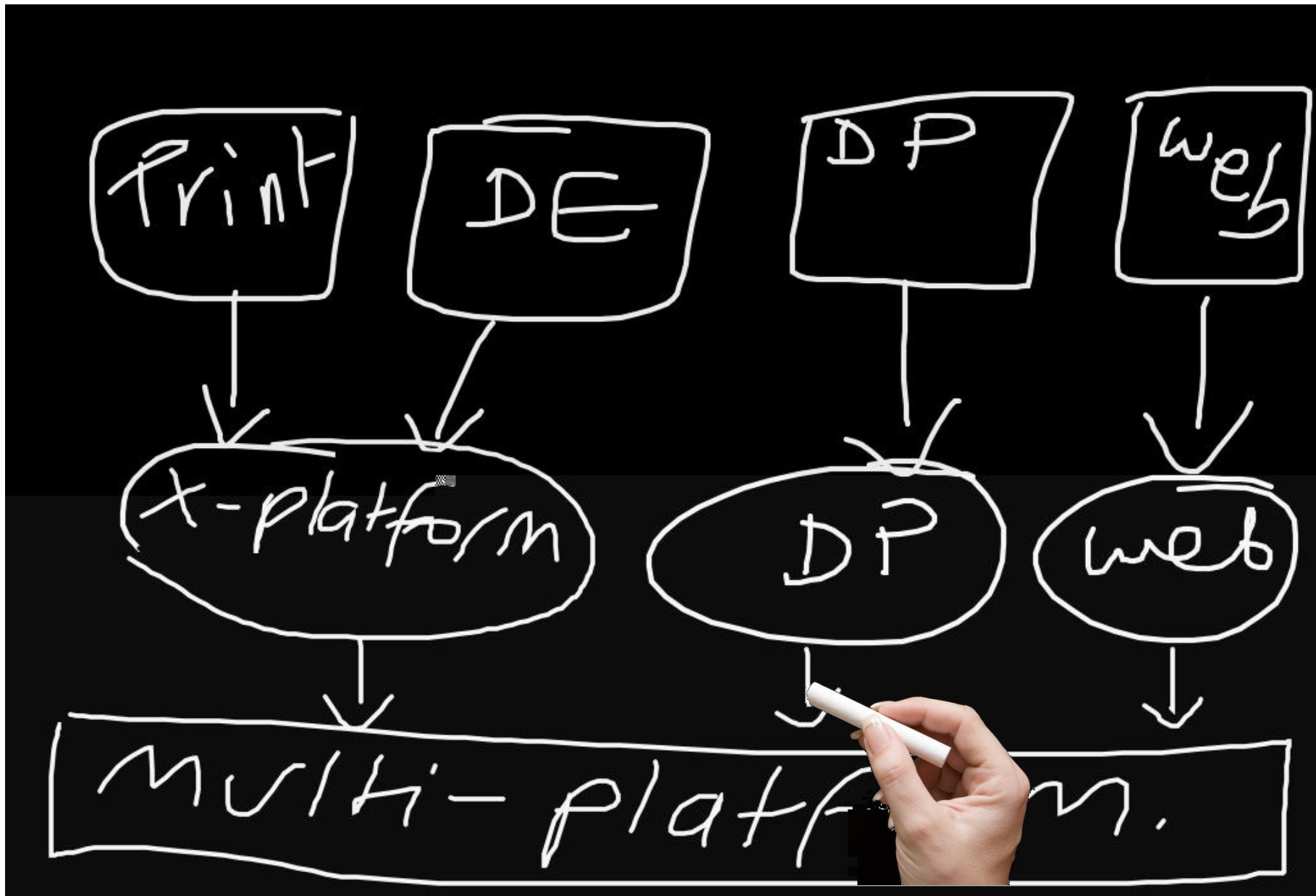
>> Go to ABC QuickView

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Trust in data - ABC's Multiplatform Menu



- ✓ **Print**
- ✓ **Events**
- ✓ **Social media**
- ✓ **Email**
- ✓ **Newsletters**
- ✓ **Online – open and restricted access**
- ✓ **Apps**
- ✓ **Digital editions**
- ✓ **Digital Publications**



Challenges

- Common language
- Something to check
- New competitors
- Which metrics?
- How many pairs of eyes?

Our speakers today



Madhav Chinnappa



Tom Wilkinson



Zach Leonard



Nial Ferguson

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