

Advantage: BPA Worldwide



Annual BPA Worldwide Update CircDay LA October 2009

Leading the World in Media Auditing.



Agenda

- ✓ Rule change highlights
 - Dec 08 board meeting
 - May 09 board meeting
- ✓ New initiatives
- ✓ Q&A



Consolidation of Request Sources

- ✓ Recording of telemarketing requests since Jan 2008
- ✓ Raised the credibility of source, also raised effectiveness and efficiency of the audit
- ✓ Consolidated (for PDR, Co Req, Comms):
 - Written
 - Telephone
 - Electronic
- ✓ Can still be reported separately



Conversion of Digital Request Sources

- ✓ Converting request subscriptions from print to digital is now allowed
- ✓ Conditions:
 - Must be requested
 - Must provide advance notice of change
 - Must provide an opt-out



Projecting Source/Age on Merged Title

- ✓ May project source & age data on interim unless circ increases over 10%
- ✓ Merging publications is a challenge
- ✓ Options:
 - May report actual figures
 - May omit reporting on interim issue with a merger disclosure explanation in P8



Renew Until Forbid

- ✓ Traditionally re-billed annually
- ✓ Now some publishers billing monthly
- ✓ Challenge for reporting sales data
- ✓ New category for evergreen subscriptions
 - “Perpetual subscriptions”
 - Term reporting allowed if annual bridge letter is sent



Applications Forfeits / Withdrawals

- ✓ 12 Months to convert
- ✓ May promote applicant status
- ✓ Current policy – applicant status posted on BPAWW.com for 6-months
- ✓ Revision – applicant status will be displayed for same amount of time as promotion was made



Website Traffic Included with Print Audit

- ✓ BPA partnered with Nielsen Online Sept '08
 - Using NOL SiteCensus tool
- ✓ Website traffic now included with circulation data – **NO ADDITIONAL COST** to publisher
- ✓ In compliance with all IAB standards



How it Differs from Analytics Tools (con't)

- ✓ BPA will conduct a System Certification on Nielsen's SiteCensus tool annually
 - Will ensure it is properly collecting and reporting members' web traffic data
- ✓ Audit each website's tag placement and assure only one tag/page



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