

TRUST IN MEDIA

The issue of trust in media was centre-stage in 2018. Here we explore how our industry has increased transparency in media trading over 2018, and what this could mean for the future.

EVIDENCE FOR TRUST IN TRADITIONAL MEDIA

This year multiple research studies marked an important shift back to the use of evidence to reveal what really reaches and influences audiences.

- The 2018 [Edelman Trust Barometer](#) found **61%** of people trusted traditional media, compared to **25%** for social media.
- [Radiocentre and Ebiquity's](#) study revealed that marketers were undervaluing the impact of traditional media.
- The [Matter of Trust](#) study by Magnetic highlighted the extent to which magazines are trusted by the public.

ADVERTISERS DEMAND INDUSTRY-MADE SOLUTIONS

Advertisers insisted that the industry needs to come together and solve the trust crisis. One of the clearest calls to action was the [WFA's Global Media Charter](#), launched in June and developed by the world's top advertisers and associations including ISBA in the UK.

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“...online advertising is less and less trusted by consumers, and brands are often left questioning their investment strategies. It's high time the industry as a whole drew a line in the sand and said enough is enough; things need to change and fast.”

WFA President and RBS CMO, David Wheldon, on the release of the Charter

“The effectiveness and transparency of digital advertising is under question with P&G's Marc Pritchard and Unilever's Keith Weed calling for a clean-up of the digital eco system.”

ISBA Annual Review: 2017/18 'A Year of Transformation'

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THIRD PARTY EVIDENCE BECOMES ESSENTIAL

Encased within the WFA's charter was a clear call for the industry to be independently verified:

“Advertisers seek media inventory which is viewable, fraud free and brand safe. Verification of whether these criteria have been met should be received from an impartial third-party source. We do not accept self-reported data.” (Global Media Charter, p.4)

It's not just the advertisers calling for this. It's a message that's been echoed across the globe with, for example, TAG in the States moving towards third party auditing and 'Digital Ad Trust' in France also requiring independent certification.

At ABC we've seen a **25%** increase year on year in the number of digital clients wishing to work with us to attain the relevant industry accreditations.



Mail Media Metrics

JANUARY

JICMAIL is established as the new Joint Industry Currency (JIC), managing audience measurement for advertising mail and door drops.

We work with JICMAIL to underpin their data via an independent audit.



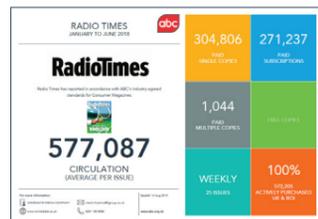
FEBRUARY

After consultation with the industry, we introduce new circulation certificates to make key trading data easier to find and use.



"ABC has worked closely with the industry to simplify its reporting whilst retaining the robust, gold standard that we associate with their stamp of trust."

Adam Crow, Head of Publishing at MediaCom



MARCH

Our viewability report now includes testing results for Desktop Video as well as Desktop Banner.



"This latest report builds on the important work we're delivering with ABC to bring greater transparency and trust in the area of viewability."

Richard Foan, Chairman at JICWEBS



APRIL

PAMCo launches its audience data for published media across phone, tablet, desktop and print.

This new Joint Industry Currency (JIC) complements our census-based data.



AUGUST

We roll out clearer, simpler data for business publishers.



"We welcome the new, at-a-glance, certificates and value that the data contained within has been checked in line with Joint Industry Currency standards."

Claire Butcher, Business Partner at Neo UK



SEPTEMBER

BARB begins to report multiple-screen viewing figures, breaking down the number of people watching television across four screens (TV sets, PCs, tablets and smartphones). These figures are produced through a method called Dovetail Fusion, which combines BARB's panel data with census data collected from devices in a process independently audited by us.



"ABC's audit is crucial in ensuring that the census data we collect from broadcasters' VOD services meet the standard that the industry expects from BARB."

Justin Sampson, Chief Executive at BARB



OCTOBER

The UK (JICWEBS) and the US (TAG) align standards for ad fraud.

In July, we became an approved auditor for TAG.



"We are delighted to recognize ABC as an outside auditor for TAG, and welcome their support in extending TAG's programs through its deep relationships with companies in this industry."

Mike Zaneis, President and CEO of TAG



The reason ABC was created back in 1931 was to build trust in media, and this purpose remains as valid today as it's always been.

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“With our long history of championing trustworthiness and accountability, plus the expertise we’ve gained over the last 20 years auditing digital standards, the media industry now owns an organisation that’s well placed to support the continued growth in trust that it needs.”

Derek Morris, Chairman at ABC



THEMES WE THINK DESERVE OUR ATTENTION NEXT YEAR:



Continued collaboration

As businesses become more global, our industry needs to as well. By working together we’ll see the bigger picture and learn from each other.



Finding efficiencies

Time is money. With the demand for independent auditing comes added pressure on businesses to find the resources and finance to deliver. We’re focussed on reducing this burden.



Keeping things simple

The world and our industry is complex enough. Consistent standards and clear communication build transparency and trust.



Quality AND quantity

It’s no longer a question of either/or. We’ve seen how the industry wants improved reporting on the quality behind the numbers. Next year we’ll enhance our support here by continuing to develop our auditing services.



“Our values are to be agile, expert, impartial, proactive and trustworthy. By sticking to these in the decisions we make, our aim is that this time next year we’ll be reporting on another successful year of building trust in media.”

Simon Redlich, Chief Executive at ABC

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