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## ABC's First Digital Out Of Home Media Audit

Posted By [Chris Sheldrake](#) On 29 April 2009 @ 10:32 @439 In [DailyDOOH Update](#) | [No Comments](#)

[Inlink Media & Technology](#) <sup>[1]</sup> have been continuing to do a great job (rather too quietly) down under - we last wrote about them in [February discussing the 'office tower media' market](#) <sup>[2]</sup> and their 200 installations but last week they raised their heads a bit (more) above the parapet with an interesting release on [ABC](#) <sup>[3]</sup>'s first digital out of home media audit.

ABC's 'Digital Display Coverage Audit' effectively verified data about the network coverage provided by the Office Tower Media sector for digital displays installed in lobbies and elevators of major office towers across Australia.

ABC in Australia believe that they can offer a new standard of accountability expected from network operators - something which a few years ago we were in detailed discussions with [ABCe](#) <sup>[4]</sup> in the UK about.

Gordon Towell, ABC CEO told us "The ABC is pleased to welcome digital out-of-home media providers to the transparency and accountability that audit delivers to advertisers and media buyers. We applaud this proactive step taken by Inlink Media to set a standard for the industry, a sign of the growing maturity of this market."

ABC, its media provider members, the MFA, the AANA and with input from Inlink Media seem to have made a good first stab at establishing a standard for reporting in this sector.

The standards will be audited to verify the placement and location of digital display screens as well as the primary metric driving audience measurement, which in the case of Office Tower Media is the total net lettable office area of each tower.

Kerry Field, MFA Digital Sub-Committee Chair and Partner leading Innovation at Mindshare told us "The MFA applauds the introduction of audit services for digital out-of-home media, recognising this as an important step in the maturity of the industry. In today's challenging climate the addition of audited media for this sector will deliver greater accountability, transparency and confidence to media buyers at a time when media accountability is a high priority"

For example, this audit reported a network serviced by Inlink Media covering 200 Office Towers featuring 1,032 Digital Display Screens servicing a total Net Lettable Office Area of 3,363,892 square metres - i.e the size and breadth of coverage available through a digital out-of-home media provider.

Scott McClellan, CEO, AANA told us also "The AANA support media providers efforts to deliver accurate, verified, and comparable data about their media and the launch of audits for this sector of the digital out-of-home market is important. The AANA look forward to working with the ABC, MFA and its members in improving and developing services in this area knowing that the integrity and confidence associated with the ABC brand will now be applied to digital out-of-home advertising."

### About the ABC – Founding Member of the IFABC

The Audit Bureau of Circulations (ABC), founded in 1932 is a non-profit industry organisation governed by a tripartite group of Publishers, Advertisers and Advertising Agency members created to ensure independent verification of media.

ABC's primary audit services verifies paid circulation but also includes audits for the digital sector including digital version audits and the new joint ABC/CAB Web Traffic Audit service.

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URLs in this post:

- [1] Inlink Media & Technology: <http://www.inlink.com.au/>
- [2] February discussing the 'office tower media' market:  
<http://www.dailydooh.com/archives/8426>
- [3] ABC: <http://www.auditbureau.org.au>
- [4] ABCe: <http://www.abce.org.uk/>

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