

NEWS

## ABC launches digital out-of-home audit

Digital out-of-home operator Inlink Media has become the first ad network to be audited under the Audit Bureau of Circulations (ABC) new digital outdoor audit service.

The Digital Display Coverage Audit, which was launched today to increase outdoor operators' transparency and accountability to advertisers and media agencies, will deliver verified data about a digital network's cover-

age from digital displays in office tower lobbies and elevators across Australia. Inlink Media, which operates in what it calls the office tower media sector, worked with the ABC and Media Federation of Australia to develop a standard for reporting the placement and location of digital display screens as well as the total net office area of each tower, which is used as a primary audience measure. The audit will

provide advertisers and media agencies with the most comprehensive information about digital outdoor providers available today.

Gordon Towell, CEO of the ABC said: "The ABC is pleased to welcome digital out-of-home media providers to the transparency and accountability that the audit delivers to advertisers and media buyers."

Kerry Field, digital sub-com-

mittee chair and partner of the MFA and head of innovation at Mindshare, added the audit service is 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 confidence to media buyers at a time when media accountability is a high priority."

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experts in office tower media