



news release

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FOR IMMEDIATE RELEASE

BPA Interactive data now available through publisher “widget”

Shelton, CT 8 December 2009 – As part of an ongoing initiative to make audited web traffic available to buyers of online media, [BPA Worldwide](#) is providing real-time data feeds to print and event media owners through proprietary “widgets.”

BPA is providing simple software code for the widget—free of charge—to those media owners who are participating with “live” data in the BPA Interactive tool.

Utilizing technology provided by [Nielsen Online](#), the BPA “widget” retrieves online traffic data on a daily basis and feeds it directly to the “widget” display. Traffic metrics include daily page impressions and unique browsers. Definitions of each metric are available by clicking on an adjacent question mark.

“The BPA Interactive ‘widget’ allows publishers to display real-time traffic data directly on their websites,” explained BPA president and CEO Glenn Hansen. “Media owners can post the ‘widget’ in conjunction with their online media kits thereby allowing online media buyers and advertisers to more easily and efficiently analyze a site’s important traffic metrics.”

Publishers who wish to receive the software code to post the traffic “widget” on their site should contact BPAInteractiveSupport@bpaww.com to get started.



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About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 25 countries. Worldwide, BPA audits 2,700+ media properties—including over 1,700 B-to-B publications, more than 300 consumer magazines, 150 newspapers, 450+ web sites, 50 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.