



BPA Interactive Implementation Overview

Project Deliverables Schedule

In order to set up your BPA Interactive account and start to also report your web site's traffic data, the following list outlines the key steps, order, and responsibilities of deliverables by BPA Worldwide and the Member.

- **BPA Worldwide:**
 - Provide application for web site audit
- **Member:**
 - Sign membership application and return to BPA
 - Provide BPA a full list of Domains (to be tagged) & any sub-domains
 - Provide BPA a full list of the site's internal IP addresses (on application form)
 - Confirm if tag code for video streaming is also required
- **BPA Worldwide:**
 - Set up member's account
 - Email tagging code and instructions to Member
 - Provide a username and password to access the site's traffic data when it becomes available
- **Member:**
 - Apply tagging code to all pages of web site
 - Confirm with BPA implementation of tagging code on site
- **BPA Worldwide:**
 - Run code audit to identify any site pages missing tagging code
 - Alert member of any missed site tags
- **Member:**
 - Tag any missing pages
 - Implement code on streaming video content (if applicable)
- **BPA Worldwide:**
 - Confirm member's site data to be collecting properly
- **Member**
 - Begin accessing web site traffic data
- **BPA Worldwide Servicing & Support:**
 - BPA will provide a Help Desk to support Member's technical and procedural questions
 - Standard training and technical support hours: 9am EST – 4:30pm EST via BPainteractivesupport@bpaww.com

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How are BPA interactive audits conducted?

Web sites contract with BPA for the traffic auditing service and have up to 12 months to begin the process. To start, BPA supplies page tagging software which a site applies following a simple set of instructions. Once tagged, pages will immediately generate traffic data which flows to a collector monitored by BPA.

With the onset of data, BPA auditors test for proper tagging placement and application of filters to exclude spider/robot and internal traffic. Following the testing, data is made publicly available through online reports which are nearly real time. Data is produced continually so report users can select specific time periods to review.

What is reported?

- ✓ Executive Summary
- ✓ Page Impressions
- ✓ Unique Browsers
- ✓ User Sessions
- ✓ Unique Browser Frequency
- ✓ User Session Duration
- ✓ Page Duration

What is audited?

- ✓ Tag Placement
- ✓ Robot/Spider filters
- ✓ Internal traffic filters

BPA also offers customized reports/audits that provide deeper insights about your audience. These include the Integrated Media Report, which shows the full reach of all of a company's audited media, including print vehicles, events and electronic publications.

CONTACT

Visit our Web site at bpaww.com for regional sales contacts and more information on BPA media audits.



FREQUENTLY ASKED QUESTIONS

How can the BPA website audit be offered at no additional charge?

Over the past 18 months, BPA Worldwide has worked to cut internal costs through a number of different measures, including bringing circulation statement and audit report production in-house using a much more cost-efficient system.

At the same time, BPA's Board of Directors approved a rate increase with the promise to members that the additional revenue would be re-invested into a more efficient interactive auditing tool. The combination of investment and expense reduction allows us to provide this audit offering at no additional charge beyond current audit fees.

How will my BPA web traffic data compare with my company's internal web analytics?

It is very likely that your BPA web traffic analysis will indicate lower traffic levels. That is largely because we will be filtering traffic using IAB's spiders and robots list, so our filters may be more extensive than what you are now using. We will also filter internal traffic to admin portions of your site.

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Importantly, you will now find yourself in the enviable position of providing your advertisers and media buyers with the third-party, independent, standardized, "apples-to-apples" web metrics for which they have been asking.

What websites will take part in BPA's beta?

In addition to current interactive members, any BPA print or event member is welcome to participate in the beta that will run between September and December 2008. In addition we will reach out to members in two markets, healthcare and advertising/media to join so that we can analyze comparable results in specific market sectors.

Will I continue to receive a BPA Interactive Statement?

No. As of January 1, 2009, BPA will no longer produce Interactive Statements and traffic data will be accessed through an online tool. In addition, your website's top-line data may be included at your option on your circulation statements, including average daily page impressions, average daily unique browsers and average daily unique user sessions for the six-month period covered by the statement.

What web traffic data is collected?

You will have the ability to view/print/e-mail reports based upon a number of web traffic metrics, including page impressions, unique browsers, users' sessions, unique browser frequency, user session duration, page duration, as well as an "Executive Summary" of these metrics.

At the publisher's option, circulation statements may report average daily page impressions, average daily unique browsers and average daily unique user sessions for the six-month period covered by the statement.

My website traffic is currently being measured by log file analysis. Can I still have a log file analysis?

As of January 1, 2009, BPA will no longer offer log file-based web audits. Our new, tag-enabled web audits will replace log file analyses and will be available to each of our current interactive members.

What is my cost if I choose to audit only my website (or only my publication or only my trade show)?

The cost of a Web-only audit will be based on a rate card scaled to a site's total traffic. [Refer to BPA rate cards here.](#)

The cost of a publication-only audit will also remain unchanged through fiscal year (ended June 30, 2009). Trade show audit rates also remain unchanged through this fiscal year.

BPA typically reviews rates each May, with a Board decision on rate cards each July 1st.

If I have technical difficulties with the tagging system, who do I contact?

As we did with our new production system, BPA has set-up a "Help Desk" to provide technical support to any member who might require it throughout the set-up and reporting process.

Am I required to make my traffic data publicly available?

Initially, during beta, BPA members will not be required to make their web traffic data public. However, all members participating in beta of the website audit will have access to the traffic data of every other participating member—just as you have free access to BPA's circulation statement library.

Once you are comfortable with the reporting, your data can then "go live" from that point forward.

What if I want to report more metrics than are currently available to me through the BPA online audit?

BPA members may work with Nielsen Online directly to capture, track and report even more enhanced web metrics and truly use the tool as an analytics solution. As this is beyond the scope of the BPA offering, there would be charges by Nielsen.

Why did BPA choose Nielsen Online?

The Nielsen Online product was readily adaptable to BPA needs without extensive system development. Nielsen also has the resources to constantly upgrade and improve the product. Finally, like BPA, Nielsen Online is a global brand that is instantly recognizable by media owners, buyers and advertising agencies

There are other web measurement tools available at no charge. How does the BPA web audit differ?

There are measurement tools and then there are audited traffic analytics. BPA's audited traffic analytics will adhere to a standardized process all sites will follow. That will ensure a level playing field of metrics and verification testing so data is reliable and comparable—unlike measurement tools implemented by a site that is measured for self-reporting. Measurement tools can not offer third-party independence and are not used to a standard across competitive sites.

A BPA web audit provides the assurance of an independent, third-party organization that is trusted around the globe and is perfectly positioned to provide a single industry standard for "apples-to-apples" web measurement for which online media buyers and advertisers are asking.

"We're approached by dozens of sites every week, looking to present their advertising opportunities. Audited sites are more likely to get a meeting."

JOHN KECK, DIRECTOR OF DIRECTMEDIA, DONER

INTERACTIVE

A growing number of brand-name Web sites using BPA audits to boost their advertising.

Here's why:

- ✓ **A BPA Web site audit demonstrates CPM value in hard, credible terms.** Media buyers are more focused than ever on metrics and ROI. Web sites that step up to the plate with in-depth data independently verified according to BPA's highly respected standards can leverage this for significant competitive edge.
- ✓ **BPA is the auditor known and trusted by advertisers and media buyers throughout the world.** BPA's unsurpassed stringency, industry-leading commitment to full reporting disclosure, and integrity have stood the test for more than 70 years. In an environment of increased media scrutiny, this record means more than ever to savvy media buyers and advertisers. That's why media buyers in more than 25 countries count on BPA media audits for trusted, third-party verification that they're getting what they're paying for. No other audit bureau can make this statement.
- ✓ **BPA gets audited data out into the marketplace faster.** Today, advertisers and media buyers don't want to wait many months for audited data. They want traffic claims to be verified in a timely fashion, to make decisions about new campaigns and monitor their previous investments. BPA delivers. Traffic data is available in nearly real time to provide the most current reports.
- ✓ **BPA is efficient and economical.** BPA leverages technology and organizational structure to make the reporting/auditing processes as seamless, time-economical and low-cost as possible for media owners. Our electronic auditing specialists and member relations managers guide you through the process and are on call for ongoing assistance.
- ✓ **Your data is available 24/7 on bpaww.com.** In addition to being able to display the BPA logo on your masthead and promotional materials, your latest and previous BPA reports, your corporate logo and your company profile are posted in BPA's online reports library. Library access is free and open to all, including media buyers, advertisers, press and media owners. You can track who is accessing your data (great for lead generation). You can easily email your reports, and establish hotlinks from your Web site to BPA's Web site.

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news release

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FOR IMMEDIATE RELEASE

BPA Worldwide and Nielsen Online to deliver co-branded near-real time website audit

Shelton, CT 8 September 2008 – In a shift toward total brand metrics away from single channel measurement, BPA Worldwide announced today that, in cooperation with Nielsen Online, BPA will bundle enhanced website traffic measurement with all print and event audits without increasing existing dues and fees.

BPA members around the world will now have near real time online reporting of audited web activity included with circulation audit of print products and attendance at exhibitions or events.

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According to Glenn Hansen, BPA president and CEO, the global media auditing organization has been eager to create this added-value bundle for its members. “Last year we made the decision to manage revenue and expenses of our not-for-profit organization to enable BPA to offer more services for the same existing rate,” he said.

“Cost containment measures and pricing management enable BPA to return value to its members by including 24/7 web measurement for every member with no change in dues or fees,” Hansen continued. “We saw the opportunity to give back to our members a truly value-added package to measure their entire brand. This ‘integrated pricing, integrated media’ approach is vital to BPA’s mission to lead the world in media auditing. And that mission only becomes truly validated when we can say ‘whatever the channel.’”

The new tag-enabled census tool, powered by Nielsen’s SiteCensus service, will be launched in beta test to BPA members already participating in BPA’s log file-based interactive audits, as well as those members with print audits who have volunteered to participate in the test. The beta test is scheduled to run September through December with full roll-out to BPA’s membership in January 2009.

“Nielsen Online and BPA Worldwide share a common goal of driving transparency and accountability within the online advertising industry, and we are delighted to be working together to support this important initiative,” said Manish Bhatia, president, U.S. sales and global services, Nielsen Online. “By bundling SiteCensus’ comprehensive and independent data and insights within its audit services, now delivering both on- and offline brand measurement, the BPA will increase value for its members and, ultimately, advertisers.”

“BPA chose to work with Nielsen”, Hansen explained, “because like BPA, Nielsen is a globally recognized brand in the media industry. It has cutting edge, patented web measurement and reporting systems in place, and an installed base of media buyer users.”

The “BPA powered by Nielsen Online” solution offers website traffic metrics providing an industry standard that gives advertisers and media buyers an apples-to-apples comparison when making their marketing decisions. “There are a number of web measurement tools available to media owners,” Hansen said. “This new solution will create a level playing field with a single set of standards—provided on a constant basis—performed by one analytics tool—that advertisers and agencies can trust as accurate. A single, standard web measuring system across BPA membership eliminates any guesswork on why data is different amongst competitive sites.

According to Hansen, BPA made the move from its previous log file-based interactive audit to page-tagging because the latter gets data to market much faster and at significant savings. As of January 2009, BPA will no longer offer log file audits to its members.

BPA members will now be able to access website traffic information—including page impressions, unique browsers, users’ sessions, unique browser frequency, user session duration, page duration and an executive summary of the above—on an unlimited basis to retrieve nearly-real time data, 24 hours-a-day, seven days a week. The ability to select by market sector, country of origin of traffic, or specific site also exists. Members can print or download website traffic information based on daily, weekly, monthly or historical reports, or forward the traffic data directly to sales staff or prospective advertisers. Although BPA will not produce individual reports for the online data, top-line web data can be integrated with a brand’s BPA circulation or attendance data. BPA will also work with Nielsen to collect qualitative survey data from website users for more robust measurement and demographics by site and market sector.

As part of its agreement with Nielsen Online, BPA will conduct a System Certification on Nielsen’s SiteCensus tool on an annual basis to ensure it is properly collecting and reporting web traffic data. BPA will also continually audit each website to ensure correct tag placement and number of tags per page, as well as accurate filtering of spiders, robots and internal users from traffic counts.

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 30 countries. Worldwide, BPA serves more than 2,500 media properties—including over 1,900 B-to-B publications, more than 400 consumer magazines and newspapers, 100+ Web sites, and events, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

About Nielsen Online Nielsen Online, service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit www.nielsen-online.com.

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