



news release

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FOR IMMEDIATE RELEASE

SPECIAL STATEMENT:

Coronavirus Effects on BPA Members' Requalification Efforts

Shelton, CT March 16, 2020 – *The following statement was distributed today from Glenn Hansen, President and CEO, BPA Worldwide, to all business publication and consumer magazine members:*

Based upon current marketplace conditions caused by COVID-19 (coronavirus), we recognize that BPA members may be having difficulty contacting individuals during new or renewal subscriber campaigns due to wide-spread office/facility closures and work-at-home solutions.

Understanding the effects of this pandemic on the industry, BPA is offering publishers the option of *not breaking out the "age of source" data (table 3b for business publications; table 4 for consumer magazines) for the upcoming June 2020 Brand Reports*. Doing so will permit publishers to postpone consent campaigns while subscribers are most likely to be working from home and not at a business address where they can be contacted.

To be a "qualified subscriber," evidence of qualification must be dated within 36 months of the issue analyzed for audit. However, not having to report the age of each record will alleviate optics of the file aging due to the unavailability of subscribers during their companies' COVID-19 crisis response.

Please note you may continue to break out age of source information. Waiving the reporting is not mandatory, but available to those who need it. Those publishers with a significant number of subscribers aging beyond 36 months should contact BPA for advice and recommendation.

Meanwhile, BPA is midway through a refresh of its requirements/standards and reporting requirements adapting to the current eco-climate for print media. A Working Group of stakeholders has been meeting weekly since November and is making numerous recommendations. We will be announcing results to date of the March board meeting shortly and will announce again following the May board meeting when we anticipate completing the refresh.

I understand that these are uncharted waters and here at BPA we are doing what we can to ease some of the burden your organization may be facing. While subscriber requalification efforts are an important consideration, we understand that other unforeseen matters and questions may arise over the next few months. I urge you to contact BPA staff about any matters that arise pertaining to your audit or Brand Report. I am available to you to discuss this further by phone or email.

Sincerely,



Glenn Hansen
President & CEO
BPA Worldwide
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About BPA Worldwide. [BPA Worldwide](#) is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 2,100 annual audits of media channels in more than 20 countries, BPA is a trusted resource for compliance and assurance services.

BPA's services have expanded with the launch of the BPA iCompli brand to assist in the creation of standards and external assurance thereof. We do so for government and industry bodies. BPA [iCompli Technology Assurance](#) provides verification that companies are compliant with industry standards in the digital advertising ecosystem.

BPA [iCompli Sustainability](#) provides gap analysis, competitor benchmarking and external assurance for companies interested in following GRI, SASB, ASTM and ISO sustainability and corporate social responsibility guidelines and standards.

The latest innovation to move the industry forward is the [BPA Media Exchange](#), an online private marketplace which offers automated media solutions for buyers and sellers of digital advertising.