



news release

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FOR IMMEDIATE RELEASE

BPA Worldwide Releases First Digital-Only Brand Reports

Shelton, CT February 9, 2021 – Global assurance provider [BPA Worldwide](#) has released the first round of [Brand Reports](#) that include only digital audience data for the six-month reporting period ended December 2020. The digital-only Brand Reports are the result of proposed changes to BPA reporting standards that were recently voted into effect by its Board of Directors.

BNP Media was the first to take advantage of the new digital-only reporting standards. In May 2020, BNP Co-CEO Taggart Henderson announced the media company's brands would be making the pivot from print to an all-digital format. As a result of that decision, a number of BNP titles reported only digital audience data on their December 2020 Brand Reports.

"As a fast-moving, innovative media company, we were thrilled that BPA evolved quickly with us," Henderson explained. "We completely reimagined the magazine experience for our readers and marketing partners and look forward to leading the way with BPA."

To date, those BNP titles reporting digital-only audiences include:

- *Beverage Industry*
- *The Driller*
- *Floor Trends*
- *Industrial Safety & Hygiene News*
- *The National Provisioner*
- *Plumbing & Mechanical*
- *Quality Magazine*

"We are very happy BNP has taken advantage of these new reporting standards for brands' digital-only audiences," noted BPA President and CEO Glenn Hansen. "We look forward to other media companies showcasing the full scope of their online audiences to their marketing partners and prospects with these Brand Reports whether it is all digital, all print or a combination of the two."

The new digital-only reporting standards ([see the full set of Digital-Only Standards here](#)) were developed by BPA's Audience Development Working Group, which proposed removing the reporting requirements for publications produced in "only a print format" or produced in "both print and digital formats" to yield new standards for one that is produced in an "only digital format."

(continued)

In summary, the new digital-only standards include:

- Addition of “Publication Format” paragraph to page 1 of the Brand Report
- Inclusion of “Statement of Content Platform” to be used only if the editorial version changes such that not all recipients receive the same version
- Addition of a footnote on every page of the report disclosing the publication is an “only digital format”

[Click here for an example of an “Only Digital” Brand Report.](#)

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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.

[BPA iCompli Events](#) provides verification of compliance with UFI industry standards for the measurement of trade show attendees and exhibitors.

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.