



news release

contact: Glenn Schutz
 BPA Worldwide
 203-447-2873
 gschutz@bpaww.com

FOR IMMEDIATE RELEASE

Publisher’s Optional Reporting of Age of Source to Become Permanent; Recency of Audience Engagement Data Introduced

Shelton, CT March 30, 2020 – Citing overwhelmingly positive feedback to the recent decision to give publishers the option of not breaking out Age of Source circulation data on June 2020 Brand Reports (table 3b for business publications; table 4 for consumer magazines), the BPA Worldwide Board of Directors have voted to make the temporary waiver a permanent standard effective immediately.

Media owners now have the option to report Age of Source of the circulation in one-, two- and three-year columns, or simply claiming a single number for each source category. However, effective August 2021, if this option to not report Age of Source is exercised, and there is circulation from a source that is aged more than 24 months from the analyzed issue, a table reporting “Recency of Engagement” will be required for this segment of the circulation. Currently optional, reporting how recently their audience has engaged with a brand may help publishers show more timely interaction by users whose consent is older than two years. Publishers may continue to report the “Recency of Engagement” table at their option even if they have only 1- and 2-year sources.

TRANSACTION/INTERACTION HISTORY OF QUALIFIED CIRCULATION AS OF (Date of Analyzed Issue)							
Qualification Source	Engaged Within			Print	Digital	Total Qualified	Percent
	1 year	2 years	Data Not Available				
I. Request:	68,435	28,472	-	93,494	3,413	96,907	96.4
II. Other Sources:	3,656	-	-	2,426	1,230	3,656	3.6
TOTAL QUALIFIED CIRCULATION	72,091	28,472	-	95,920	4,643	100,563	100.0
PERCENT	71.7	28.3	-	95.4	4.6	100.0	

TRANSACTION/INTERACTION HISTORY. The most recent date an individual transacted/interacted with the brand, including purchases, opened email newsletter, visited websites, requested magazine, attended webinar, attended event, or communicated with the media brand in some other way.

Marketers and agencies were pleased to hear about BPA’s decision to add the Recency of Engagement table.

“As a media buyer, I applaud this move,” said David Adelman, Managing Director at OCD Media. “I believe the value of the age of a source diminishes significantly after two years. The more recently a user has interacted with a media brand – whether it’s the magazine, website or e-newsletter – the better the chance of my marketing message reaching them. I foresee this changing the model from engagement by source to engagement by recency, which should benefit both buyers and sellers.”

As an example of “recency” compared to age of a source’s qualification, Glenn Hansen, BPA CEO and President, pointed to a user’s visits to a brand’s website. “If it is the web site of the media brand that was

visited and the media owner can trace a visit back to a requestor on the publisher's subscriber database, such a visit can be interpreted as a 'Communication,'" Hansen noted. "It would be dated for the age based on the date of the communication – in this case a website visit – and it would be reported as a Communication source, not a Request source."

Other audience engagements might include purchases, opened email newsletters, magazine request, webinar attendance or a communication with the brand in some other way. The table will report sources as Engaged Within 1-year, 2-years, as well as Data Not Available for those individuals that have engaged with the brand more than two years since the analyzed issue.

In another move, the BPA Board voted to remove much of the publicity guidelines that were previously found in the standards (formerly called "Rules") to their own [separate guidance booklet](#). "We received feedback that the publicity guidelines didn't necessarily need to be included with the regular nuts and bolts reporting standards," Hansen said. "So we moved them to a separate document that members can access and utilize more efficiently."

[Click here for the full summary of standards updates](#) as voted on by the BPA Board.

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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.