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Alliance for Audited Media, BPA Worldwide Complete Merger

*With Overwhelming Industry Support, Auditing Organizations Join Forces
to Increase Assurance Across Media Industry*

LISLE, Ill. (March 2, 2023) – The Alliance for Audited Media and BPA Worldwide have completed a merger, creating the largest not-for-profit media auditing organization dedicated to increasing trust, transparency and assurance across the media industry.

The directors of the AAM and BPA boards unanimously supported the merger of BPA into AAM in late 2022. Members of both organizations then voted overwhelmingly in favor of the merger, with 98% of the AAM member votes and 99% of the BPA member votes in support.

“I am thrilled to announce that AAM and BPA are officially joining forces as one organization,” said Tom Drouillard, CEO and managing director of AAM. “We have always shared a common vision to help buyers buy and quality sellers sell. Now with the help of our board, our clients and our employees, we will bring more independent assurance across media channels and compliance areas.”

“AAM and BPA are better together,” said Rich Murphy, president of AAM. “We are going to work to ensure our existing and new assurance services drive better visibility for audited media companies, ROI for buyers, and accountability for the industry.”

AAM and BPA customers will continue to receive their respective products and services, with improvements planned over time. More information is available in the [AAM/BPA Merger Resource Hub](#).

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About the Alliance for Audited Media. The Alliance for Audited Media powers transparency and collaboration between North America’s leading media professionals. With more than 100 years of experience in media audits, AAM is the industry recognized leader in omnichannel verification with expertise across digital, print, out-of-home and advertising technology. In 2023 AAM merged with BPA Worldwide to become the largest not-for-profit media auditing organization dedicated to increasing trust and assurance across media channels. To learn how AAM brings trust and transparency to today’s media industry, visit auditedmedia.com.

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