



For Immediate Release

AAAA, ANA and The ARF Endorse Interactive Advertising Bureau's Call for Third-Party Audit of Methods That Measure Size and Composition of Web Audiences

Advertising Industry Groups Support Call for Verification of Methods and Quality of Processes of comScore and Nielsen//NetRatings

May 9, 2007, New York ... The **American Association of Advertising Agencies**, The **Association of National Advertisers**, and The **Advertising Research Foundation** today lent their support to the **Interactive Advertising Bureau's** call for comScore and Nielsen//NetRatings to commence third-party audits of their measurement processes.

The IAB issued an open letter to comScore and Nielsen//NetRatings on April 20, 2007, in which **Randall Rothenberg**, president and CEO, IAB, requested a meeting on behalf of the IAB's board of directors to discuss interactive audience measurement with the two competitive online audience measurement organizations.

The AAAA, ANA and ARF support the IAB's stated goal to "achieve transparency in audience counts."

"The AAAA Digital Committees have long focused on the issue of audience verification and its importance," said **Nick Pahade**, chairman, AAAA Digital Marketing Committee, and president, Denuo, a Publicis Groupe Media company. "We applaud the IAB for joining in on the conversation and call for verification. We look forward to partnering with our industry leaders to help ensure that the methodology and business processes of interactive audience measurement are relevant with today and tomorrow in mind."

"Our members require the most accurate measurement tools in order to create and manage a media platform that touches all aspects of the marketing mix, including interactive capabilities," said **Bob Liodice**, president and CEO of the ANA. "We applaud the IAB for their leadership in this area and will continue to work with them to support their goals."

"The ARF fully supports the need for transparency of all major Internet audience measurement providers, including not just comScore and Nielsen//NetRatings, but Quantcast, Hitwise, and all major third-party ad servers," said **Bob Barocci**, president and CEO, The ARF.

[View the open letter](#) from the IAB to comScore and Nielsen//NetRatings.



About the AAAA

The American Association of Advertising Agencies is the national trade association of the advertising agency business. The 1,196 member agency offices it serves in the United States employ 65,000 people, offer a wide range of marketing communications services, and place 80 percent of all national advertising. The management-oriented association helps its members build their businesses, and acts as the industry's spokesman with government, media, and the public sector. For more information visit our Web site at www.aaaa.org.

About the ANA

The Association of National Advertisers, Inc., leads the marketing community by providing its members insights, collaboration and advocacy. ANA's membership includes 400 companies with 9,000 brands that collectively spend over \$100 billion in marketing communications and advertising. The ANA strives to communicate marketing best practices, lead industry initiatives, influence industry practices, manage industry affairs and advance, promote and protect all advertisers and marketers. For more information, visit www.ana.net.

About the ARF

Founded in 1936 by the Association of National Advertisers, Inc., and the American Association of Advertising Agencies, the ARF is dedicated to aggregating, creating and distributing research-based knowledge that will help members make better advertising decisions. ARF members include more than 300 advertisers, advertising agencies, associations, research firms, and media companies. The ARF is the only organization that brings all members of the industry to the same table for strategic collaboration. The ARF is located at 432 Park Avenue South, 6th Floor, New York, NY 10016, and on the Web at www.theARF.org.

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