

comScore products certified in Europe by ABC and OJD

LONDON, UK: comScore, Inc, a leader in measuring the digital world, has announced that solutions across its audience measurement, mobile and advertising effectiveness product suite have been certified in Europe by leading industry associations, ABC UK and OJD.



ABC (Audit Bureau of Circulations) is the industry body for media measurement, that manages and uphold standards which reflect media industry needs and offers audit and compliance services to check that data and processes meet these generally accepted industry standards. OJD (Información y Control de Publicaciones) is a Spanish industry body that verifies circulation and audits web analytics and online audience measurement solutions.

"comScore is extremely pleased to announce our recent successful audits and certifications by ABC UK and OJD as important industry confirmation of our measurement practices in Europe," said Mike Read, SV and European managing director of comScore. "In addition to winning the online audience measurement JICs in leading European markets such as the UK, the Netherlands and Spain, these certifications further validate comScore's position as a trusted digital business analytics partner. comScore remains committed providing not only innovative digital measurement solutions that deliver value for our clients, but also to aligning with industry-accepted practices so that our clients can use comScore's measurement solutions with even greater confidence."

The following comScore products have been audited and certified:

- Mobile Measurement: GSMA Mobile Media Metrics (MMM)

In the UK, the latest audit report from ABC under the auspices of JICWEBS has validated once again that "the GSMA MMM system is effectively designed and operated to ensure that the reports are produced in accordance with the JICWEBS industry-agreed standards." GSMA MMM is the only data source for measurement of the mobile audiences of websites and apps accessed via UK mobile networks.

- Advertising Effectiveness: validated Campaign Essentials (vCE) Content Verification

comScore was one of only four companies to receive the first ever public certificate by ABC UK for Content Verification (CV) tools. Content Verification is part of comScore's vCE solution to validate online campaign delivery across five key areas (visibility, audience, geography, brand safety, and fraudulent delivery). ABC stated that it "rigorously tested the ability of Content Verification products to block or report, in real time, the serving of an online advertisement onto destinations that have been defined as inappropriate to the advertiser's campaign."

- Audience Measurement: comScore Direct Certification

In Spain, OJD Interactive validates that comScore's data collection method for census-based measurement (comScore Direct) complies with industry standards. comScore Direct received a 2 star certification and has accomplished the requirements set for site-centric measurement by the Spanish JIC.

"comScore is to be applauded for being one of the leaders in gaining the ABC stamp of trust in these two key areas. Self-regulation to industry agreed standards delivers the transparency so regarded in digital trading today," said Richard Foan, group executive director of communication and innovation for ABC.

comScore is also pleased to share that it has received accreditation from the [Media Rating Council](#) (MRC), US-based industry association, whose goal is to ensure that measurement services are valid, reliable and effective. To read more about the accreditation of our Ad Validation suite of [validated Campaign Essential](#) (vCE) please click [here](#).

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