Pacific Announces Audience First Approach To Metrics

Wednesday 21 December, 2016: As Pacific's business, brands and audiences continue to evolve, along with the requirements of advertisers and agencies, the company has confirmed today it will withdraw from the Audited Media Association of Australia (AMAA).

Gereurd Roberts, Chief Executive Officer, Pacific, comments: "Our brands have transformed and so too have our partner expectations. We're being asked to deliver more granular, audience-based, cross-platform measures that better reflect how consumers interact with our brands, and the integrated solutions our clients require.

"The AMAA is a highly-regarded organisation and has been a valuable partner, however the circulation metric is no longer representative of our multi-faceted audiences, or our multi-faceted offering, and given the withdrawal of the other major publishers, is no longer representative of our industry."

Pacific will continue to deliver transparent, independent third-party print metrics via Roy Morgan and also through Ipsos, and will continue working with Nielsen in developing its digital audience measurement tools.

The use of these metrics, combined with the fusion of cross-platform data, will ensure Pacific remains one of the most measured media companies in the country, and will ensure advertisers and agencies receive the total-audience insight, information and clarity they are asking for in order to make informed planning and buying decisions.

Pacific is also continuing to engage with the AMAA on alternative and proposed measurements they are currently developing across platforms.

"Pacific is absolutely committed to providing accurate and transparent audience measurement. Granular audience-first, cross-platform metrics are where the market is demanding our focus, and reflects what we see as the future for our evolving, dynamic brands," Roberts added.

ENDS.

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