



RTE.ie

20th August 2009

RTE.ie first in Ireland to publish ABCe Enhanced Certificate

RTE, Ireland's national television and radio broadcaster, and owner of the largest audited website in Ireland with 2,581,443 Unique User/Browsers for May 2009, will become the first media owner in Ireland to publish website visitor profile data alongside its audited traffic data using an ABCe Enhanced Certificate.

The ABCe Enhanced Certificate, backed by JICWEBS (the Joint Industry Committee for Web Standards) will bring together ABCe audited traffic data with visitor information that has been collected via an on-site survey, conducted during the same month as the ABCe audit. The survey is designed to gather visitor demographics, lifestyle data and information on media usage, to help deliver a comprehensive picture of a site's audience. ABCe does not audit the results of the research, but does ensure the methodology complies to industry agreed standards.

RTE will provide the most comprehensive online data ever gathered by a media owner on an Enhanced Certificate. In addition to showing daily activity, and Unique User/Browsers by country, it includes a breakdown of the site's audience including age, gender and social grade and profile information for 9 different sections of the site including: News, Business, Sport, Weather, RTÉ Guide, RTÉ Aertel as well as Television and Radio sites.

Richard Foan, managing director, ABCe comments:

"In today's digital age it is absolutely vital that media owners can demonstrate the validity of their online properties by auditing traffic data to industry agreed standards. The ABCe Enhanced Certificate takes this a step further, enabling additional information on site visitors to be provided alongside this audited information.

“We are delighted that RTE is the first Irish media owner to offer certified web traffic data with supporting visitor demographic information. By combining web traffic audits with visitor profiling, collected using an industry-agreed methodology, RTE will be able to present trusted data to existing and future advertisers and stakeholders.”

Lucy Campbell, marketing and circulation director, RTÉ adds:

“By aligning our audited traffic data with ABCe verified visitor profile information we deliver a powerful marketing tool that gives greater insight into the users of the site and allows us to confidently present this data to both advertisers and clients to help inform planning decisions. “

Guy Lipscombe, Managing Director at Survey Interactive comments:

“The initiative with ABCe and backed by JICWEBS takes measurement of the internet to the next level where transaction data is put into context with visitor profiling information. We are confident that the move will give media owners, agencies and advertisers better insights for maximising return from marketing investment.”

View the RTE Enhanced Certificate

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About ABC & ABCe

ABC is a non-profit distributing organisation owned by the media industry, tasked with promoting trust by providing robust currencies on which to trade media in the UK and Ireland. ABC certifies and provides audit services to verify the circulation figures of newspapers and magazines, attendance at exhibitions and performance data across a wide range of digital media (including websites and email) through ABCe.

ABC is governed by a Council of permanent and elected representatives including media owners, media buyers, advertisers and representatives from industry trade bodies. Any changes to Reporting Standards are instigated and agreed on by these industry representatives including ISBA, IPA, PPA, NS and NPA, to ensure the needs of the media industry are met.

ABCe's role is to manage standards for the online industry through its work with JICWEBS, the Joint Industry Committee for Web Standards, and to provide credibility, comparability and transparency for digital media. www.jicwebs.org

ABC was first established in the UK in 1931, is a founder member of the International Federation of ABC's (IFABC), and is one of the largest media audit bodies in the world. ABCe was established in 1996 and delivers global measurement standards for local markets through its work as Chair of the IFABC web standards group. www.ifabc.org

For further information please visit www.abc.org.uk

About RTÉ

RTÉ is a Public Service Broadcaster, a non-profit making organisation owned by the Irish people. RTÉ is Ireland's cross-media leader, providing comprehensive and cost-effective free-to-air television, radio and online services, which are of the highest quality and are impartial, in accordance with RTÉ's statutory obligations. RTÉ operates six Integrated Business Divisions (IBDs): Television, Radio, News and Current Affairs, Performing Groups, Publishing and Network, together with a Corporate Centre.

RTÉ Publishing markets and manages RTÉ's multi-platform content outputs through print, online, mobile, teletext and digital text platforms. RTÉ Publishing's key brands include RTÉ.ie, RTÉ Guide, RTÉ Aertel, RTÉ News Now, RTÉ SMS and email alerts , RTÉ Mobile and RTÉ Player.

For further information please visit www.rte.ie/about