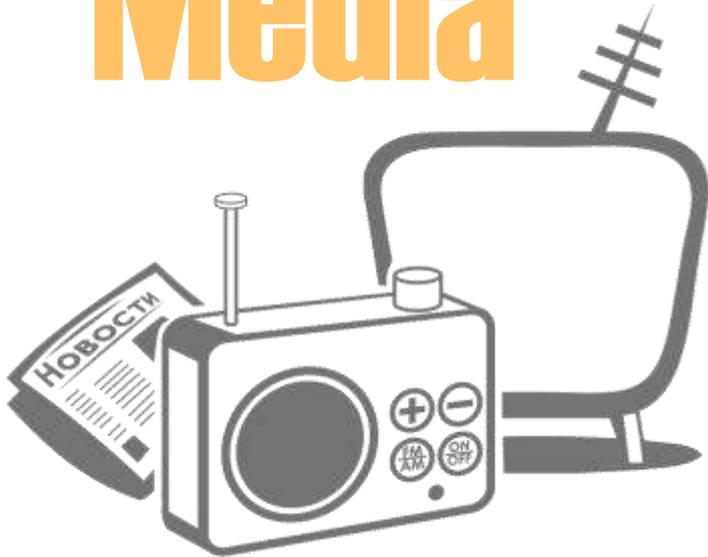


Media



Local/regional
Not national
Not international

Roger Holland

Joint Industry Committee for Population Standards

Local/Regional



Where do you **do** your main shopping?

Where do most of your friends and family **live**?

Where do you **spend** most of your time?

Which areas do you **care about** most?

Where do you **spend** most of your money?

Being helpful in deciding **what** to buy

Providing useful information on price and **where** to buy
(across a wide range of products and services)



...advertisements



AD

Advertisements
in local media were
recalled as having been
three times more
useful than other
media!

Cooperative Advertising



In search of the impossible...

IMPOSSIBLE

Industry Transformation



**Reach
first...**

**...then
viewability**

Accreditation is **not** the same...



as independence!



Standardised metrics



Give the customers
what they want!



Something quite new?

Thank You

Roger Holland
Joint Industry Committee for Population Standards

