

IAB Chile releases metrics' manual of best practices

- **The fast growth and relevance reached by Digital Media in Chile, made necessary to agree on online metrics and measuring standards in order to make proper comparisons and investments.**

Santiago, April 2011 .- Aware of the measuring challenge that online media faces, IAB Chile has decided to release a document of best practices regarding the figures that the association will provide, in order to guarantee transparency in the digital industry.

"It's important to be fully clear about the commercial and management metrics for our sector and its stakeholders -media, advertisers and agencies-. Not only because each of them has different measuring needs, but also because data always have a risk of misinterpretation", explains Yerka Yukich, CEO of IAB Chile. "We have to stress that the great value that have strengthen our association becomes from the constant delivery of solid figures, with common standards with comparative numbers."

According to the association executive, the document prepared by IAB Chile suggests, among other things, to define the metrics that the organization must deliver, as well as the measurements which are member's responsibility to provide (site, agency or metrics provider). The document also proposes to develop a basic list of standardized management metrics in current existing sites, which consider the providers that operate in Chile, whose standard are validated by IAB.

The association also recommends the creation of a JIC -Joint Industry Committee- along with ANDA and ACHAP -two of the most prestigious advertising organisms in Chile- in order to spread the appropriate use of IAB certified measurements. Also, to seek and define the measures that advertisers need, validating them with the metric suppliers to continue the path of IAB Chile's transparency and commitment.

Yukich also explains that IAB will point out the areas of convergence and divergence of each measurement released by the metrics suppliers, providing even more transparency to the industry and to every interested party. The organization also suggests to review periodically these providers and metrics, and to incorporate the data into IAB standards. The association will also introduce changes to the figures that releases monthly, sorting them by categories.

About IAB Chile

IAB Chile promotes the development of digital media industry in Chile. The association publishes a fundamental set of metrics in order to allow evaluation and to facilitate campaign planning on the Internet. The members of IAB Chile concentrate over 85% of Internet traffic in Chile. For more information, please visit www.iabchile.cl

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