

La Presse+ measurement of reader engagement earns AAM certification

Montréal and Toronto, (June 27, 2017) – Following a full audit of the systems, processes and parameters used by La Presse+ to measure user activity, the Alliance for Audited Media (AAM) has certified the measurement of reader engagement time developed by the Montreal daily digital news medium. With this addition to its range of statistical tools, La Presse+ has achieved another major first by offering its advertisers this unique media industry indicator.

AAM certification assures advertisers that the methods used by La Presse+ to measure reader engagement time are transparent and accurate.

“Advertiser concerns about nonhuman traffic, fraud and brand safety are more top-of-mind than ever,” explained Steve Guenther, AAM’s Vice-President, Digital Auditing Services. “La Presse’s ongoing commitment to quality and transparency is a breath of fresh air for those seeking truth and accountability. With the addition of the new engagement metric to its certification, La Presse continues to lead the industry in providing marketers with valuable and verifiable insight into ad engagement and performance.”

A reliable, valuable statistical tool

Measuring reader engagement time enables La Presse+ reader attention to be quantified by determining how much time they spend on each of the platform’s full-screen ads. This statistic can now be included in performance reports for advertisers, giving them valuable information to more accurately evaluate their campaigns. The information complements the data that La Presse+ already offers its clients, including unique tablet opens and number of ad impressions.

“Time spent is a key component in determining the performance of ads posted in our La Presse+ digital edition for tablets,” said Patrick Jutras, Vice-President, Sales, La Presse. “This certification from the AAM confirms the credibility and accuracy of the measurement tools that we have developed, and illustrates La Presse+’s unrivalled ability to hold readers’ attention with a captive and brand-safe environment for the brands that use it.”

About the Alliance for Audited Media

The Alliance for Audited Media powers transparency and collaboration between North America’s leading media professionals. AAM is the industry’s recognized leader in cross-media verification with unparalleled expertise across all brand platforms including web, mobile, email and print. More than 4,000 publishers, advertisers, agencies and technology vendors depend on AAM’s data-driven insights, technology certification audits and information services to transact with trust. To learn how AAM brings trust and transparency to today’s media ecosystem, visit auditedmedia.com.

About La Presse

La Presse is a French-language news medium of record in Canada whose content is distributed on several platforms, including a digital edition for tablets, mobile applications, the Web and paper. La Presse is known for its distinctive, rich and diversified coverage of news and current events. Recipient of numerous awards for the quality of its content and its design, La Presse is also known for its in-depth series and special reports, as well as for the large amount of space it devotes to discussion and debate. La Presse+, its free-subscription digital edition, fully leverages the multi-function capabilities of the tablet and delivers the most comprehensive news and information experience ever from Québec's largest newsroom.

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