

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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ITS INTERNATIONAL is a globally-recognised B2B brand designed to provide the world-wide traffic management and urban mobility sectors with all the news, data, analysis and business-support information they need to be successful. First published in 1995, the ITS International group of magazines, supplements, websites, email newsletters, video and Daily News products is renowned for its in-depth coverage of how the technology that runs intelligent transport systems around the world is deployed and designed. Strategically-managed systems now span whole countries and continents by tracking, adopting and adapting the latest technologies from the ICT, Mobility as a Service, automotive and consumer electronics industries as the ITS industry expands into daily life. Cars and drivers, for instance, are already being used as ITS information gatherers and providers.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

ITS INTERNATIONAL MAGAZINE



3 issues in the period
21,329 average circulation

ITS INTERNATIONAL E-NEWSLETTER



13 issued in the period
48,198 average per occurrence

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

| | Non-Paid | Paid | Average |
|---|----------|------|---------|
| ITS INTERNATIONAL MAGAZINE (3 issues in the period) | 21,313 | 16 | 21,329 |
| a. Print | 16,054 | 16 | 16,070 |
| b. Digital | 5,259 | - | 5,259 |
| 1. Requested | 4,416 | - | 4,416 |
| 2. Non-Requested | 843 | - | 843 |
| ITS INTERNATIONAL E-NEWSLETTER (13 issued in the period) | 48,198 | - | 48,198 |

FIELD SERVED

ITS INTERNATIONAL serves companies and organizations involved in the application of advanced technology to the efficient use of surface transportation. These include government transport departments, state highway authorities, rail or mass transit authorities, bus operators or other public transport operator, road-owners/operators, transportation consultants, traffic engineers, architects, urban planners, consulting engineers/highway engineering practices, quantity surveying practices, systems integrators, equipment or materials manufacturer/supplier, vehicle component & vehicle or material producers/suppliers, agents, distributors, dealers, importer or hirer, electrical, cabling and IT contractors, sub-contractors, and project management companies, research, education or training establishments, parking companies/associations, trade and professional organizations/associations, bank, finance companies, development agencies, legal or accounting firms, paid subscribers and others not classified as reported in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled and non-titled professionals working in the field served.

AVERAGE NON-QUALIFIED CIRCULATION

| Non-Qualified Not Included Elsewhere | Copies |
|---|------------|
| Other Paid Circulation | - |
| Advertiser and Agency | 387 |
| Allocated for Trade Shows and Conventions | 275 |
| All Other | - |
| TOTAL | 662 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| Qualified Circulation | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|-------------|----------------|------------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 21,279 | 99.8 | 21,263 | 99.7 | 16 | 0.1 |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | 50 | 0.2 | 50 | 0.2 | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 21,329 | 100.0 | 21,313 | 99.9 | 16 | 0.1 |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2019 Issue | Print | Digital | Total Qualified |
|-------------------|--------|---------|-----------------|
| *January/February | 15,100 | 6,153 | 21,253 |
| March/April | 15,100 | 6,167 | 21,267 |
| *May/June | 18,010 | 3,456 | 21,466 |

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

This issue is 1.0% or 206 copies above the average of the other 2 issues reported in Paragraph 2.

| Business and Industry (Note 1) | Total Qualified | Percent of Total | Print | Digital |
|--|-----------------|------------------|---------------|--------------|
| 1) National, regional or local government highway or transportation department, rail or mass transit authority, bus operator or other public transport operator, road owner/operator | 10,390 | 48.4 | 9,338 | 1,052 |
| 2) Transportation consultant, traffic engineer, architect, urban planner, consulting engineer/highway engineering practice; quantity surveying practice | 3,544 | 16.5 | 2,598 | 946 |
| 3) Systems integrators, equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier, agent, distributor, dealer, importer or hirer, electrical, cabling, and IT contractors, sub-contractors, and project management companies | 6,275 | 29.2 | 5,073 | 1,202 |
| 4) Research, education or training establishment | 47 | 0.2 | 34 | 13 |
| 5) Parking company or association trade and professional organisation/association | 521 | 2.4 | 431 | 90 |
| 6) Bank, finance company, development agency, legal or accounting firm | 79 | 0.4 | 61 | 18 |
| 7) Other related organisations not classified above | 594 | 2.8 | 459 | 135 |
| 8) Paid | 16 | 0.1 | 16 | - |
| TOTAL QUALIFIED CIRCULATION | 21,466 | 100.0 | 18,010 | 3,456 |
| PERCENT | 100.0 | | 83.9 | 16.1 |

Note 1: Qualified recipients are titled and non-titled professionals working in the field served.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

| Qualification Source | Qualified Within | | | | | Total Qualified | Percent |
|--|------------------|--------------|--------------|---------------|--------------|-----------------|--------------|
| | 1 Year | 2 Years | 3 Years | Print | Digital | | |
| I. Direct Request: | 4,058 | 5,647 | 2,078 | 9,170 | 2,613 | 11,783 | 54.9 |
| II. Request from recipient's company: | - | - | - | - | - | - | - |
| III. Membership Benefit: | - | - | - | - | - | - | - |
| IV. Communication from recipient or recipient's company (other than request): | - | - | - | - | - | - | - |
| V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources: | 6,772 | 2,911 | - | 8,840 | 843 | 9,683 | 45.1 |
| VI. Single Copy Sales: | - | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 10,830 | 8,558 | 2,078 | 18,010 | 3,456 | 21,466 | 100.0 |
| PERCENT | 50.4 | 39.9 | 9.7 | 83.9 | 16.1 | 100.0 | |

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

| Mailing Address | Print | Digital | Total Qualified | Percent |
|---|---------------|--------------|-----------------|--------------|
| Individuals by name and title and/or function | 17,212 | 3,363 | 20,575 | 95.9 |
| Individuals by name only | 742 | 92 | 834 | 3.9 |
| Titles or functions only | - | - | - | - |
| Company names only | 6 | 1 | 7 | - |
| Multi-Copy Same Addressee copies | 50 | - | 50 | 0.2 |
| Single Copy Sales | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 18,010 | 3,456 | 21,466 | 100.0 |

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

| 6-Month Period Ended: | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim | Circulation Claim |
|---|----------------------|---------------------|----------------------|---------------------|-----------------------|----------------------|
| | July – December 2016 | January – June 2017 | July – December 2017 | January – June 2018 | July – December 2018* | January – June 2019* |
| Unique Total Audit Average Qualified***: | 20,177 | 20,562 | 21,027 | 22,821 | 21,560 | 21,329 |
| Unique Qualified Non-Paid***: | 20,156 | 20,546 | 21,012 | 22,808 | 21,543 | 21,313 |
| Print: | 20,156 | 20,546 | 18,258 | 18,502 | 17,474 | 16,054 |
| Digital: | - | - | 2,754 | 4,306 | 4,950 | 5,259 |
| Unique Qualified Paid***: | 21 | 16 | 15 | 13 | 17 | 16 |
| Print: | 21 | 16 | 15 | 13 | 17 | 16 |
| Digital: | - | - | - | - | - | - |
| Post Expire Copies included in Total Qualified Circulation: | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price: | **NC | **NC | **NC | **NC | **NC | **NC |

*NOTE: July 2018 – June 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

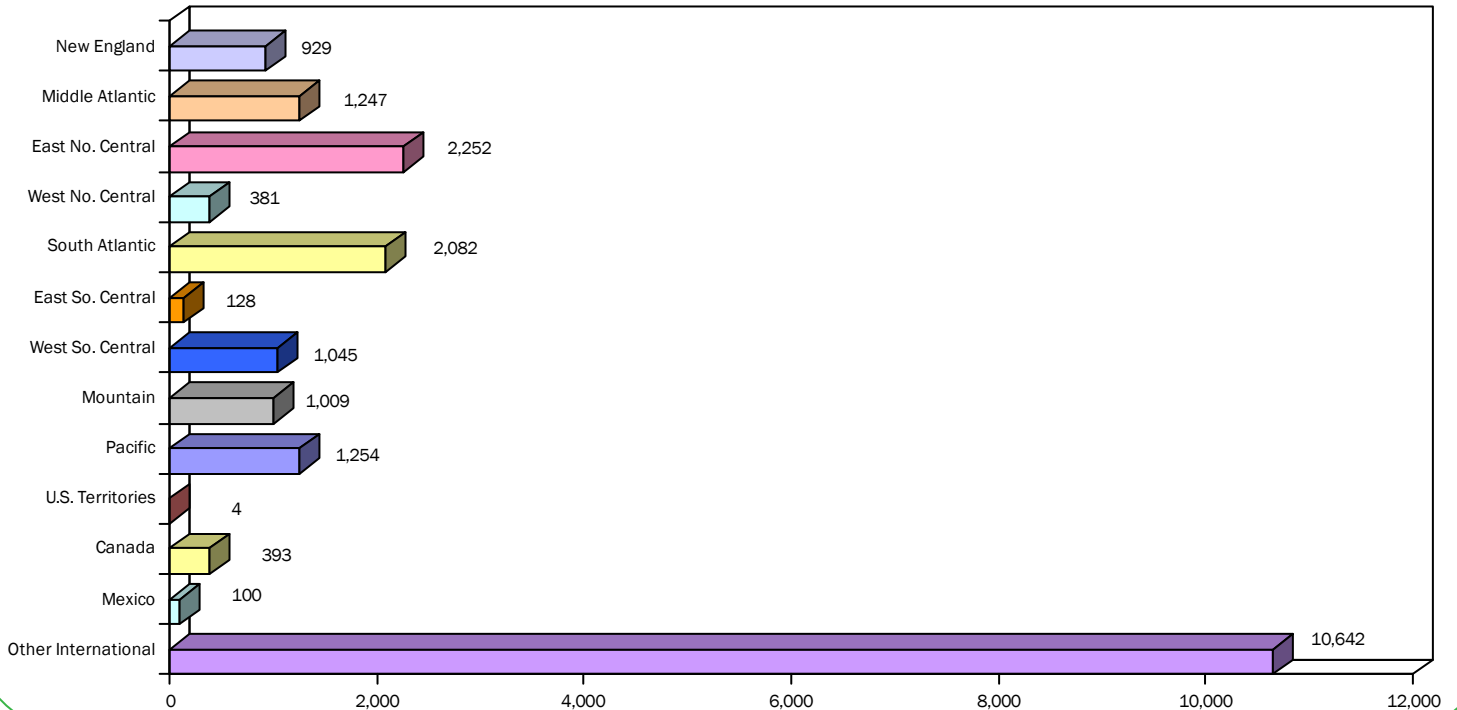
***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019*

| State | Print | Digital | Total Qualified | Percent | State | Print | Digital | Total Qualified | Percent |
|-------------------------|--------------|------------|-----------------|-------------|------------------------------------|---------------|--------------|-----------------|--------------|
| Maine | 49 | 5 | 54 | | Kentucky | 18 | 2 | 20 | |
| New Hampshire | 660 | 10 | 670 | | Tennessee | 67 | 15 | 82 | |
| Vermont | 30 | 1 | 31 | | Alabama | 6 | 1 | 7 | |
| Massachusetts | 82 | 14 | 96 | | Mississippi | 17 | 2 | 19 | |
| Rhode Island | 51 | - | 51 | | EAST SO. CENTRAL | 108 | 20 | 128 | 0.6 |
| Connecticut | 24 | 3 | 27 | | Arkansas | 16 | 2 | 18 | |
| NEW ENGLAND | 896 | 33 | 929 | 4.3 | Louisiana | 109 | 13 | 122 | |
| New York | 607 | 67 | 674 | | Oklahoma | 82 | 6 | 88 | |
| New Jersey | 223 | 31 | 254 | | Texas | 725 | 92 | 817 | |
| Pennsylvania | 266 | 53 | 319 | | WEST SO. CENTRAL | 932 | 113 | 1,045 | 4.9 |
| MIDDLE ATLANTIC | 1,096 | 151 | 1,247 | 5.8 | Montana | 75 | 17 | 92 | |
| Ohio | 80 | 16 | 96 | | Idaho | 16 | 2 | 18 | |
| Indiana | 1,132 | 54 | 1,186 | | Wyoming | 7 | - | 7 | |
| Illinois | 291 | 34 | 325 | | Colorado | 211 | 26 | 237 | |
| Michigan | 482 | 83 | 565 | | New Mexico | 33 | 1 | 34 | |
| Wisconsin | 67 | 13 | 80 | | Arizona | 160 | 27 | 187 | |
| EAST NO. CENTRAL | 2,052 | 200 | 2,252 | 10.5 | Utah | 42 | 6 | 48 | |
| Minnesota | 170 | 19 | 189 | | Nevada | 375 | 11 | 386 | |
| Iowa | 59 | 7 | 66 | | MOUNTAIN | 919 | 90 | 1,009 | 4.7 |
| Missouri | - | - | - | | Alaska | 7 | - | 7 | |
| North Dakota | 6 | 1 | 7 | | Washington | 134 | 11 | 145 | |
| South Dakota | 30 | 9 | 39 | | Oregon | 97 | 9 | 106 | |
| Nebraska | 25 | 4 | 29 | | California | 860 | 126 | 986 | |
| Kansas | 48 | 3 | 51 | | Hawaii | 9 | 1 | 10 | |
| WEST NO. CENTRAL | 338 | 43 | 381 | 1.8 | PACIFIC | 1,107 | 147 | 1,254 | 5.8 |
| Delaware | 149 | 6 | 155 | | UNITED STATES | 9,246 | 1,081 | 10,327 | 48.1 |
| Maryland | 280 | 42 | 322 | | U.S. Territories | 4 | - | 4 | |
| Washington, DC | 232 | 39 | 271 | | Canada | 318 | 75 | 393 | |
| Virginia | 325 | 69 | 394 | | Mexico | 96 | 4 | 100 | |
| West Virginia | 34 | 1 | 35 | | Other International | 8,346 | 2,296 | 10,642 | |
| North Carolina | 103 | 9 | 112 | | APO/FPO | - | - | - | |
| South Carolina | 15 | 4 | 19 | | | | | | |
| Georgia | 212 | 38 | 250 | | | | | | |
| Florida | 448 | 76 | 524 | | | | | | |
| SOUTH ATLANTIC | 1,798 | 284 | 2,082 | 9.7 | | | | | |
| | | | | | TOTAL QUALIFIED CIRCULATION | 18,010 | 3,456 | 21,466 | 100.0 |

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019*

| Region/Country | Print | Digital | Total Qualified | Percent | Region/Country | Print | Digital | Total Qualified | Percent |
|----------------------------|------------|------------|-----------------|------------|--|---------------|--------------|-----------------|--------------|
| ASIA | | | | | Turkey | 269 | 12 | 281 | |
| Armenia | 1 | - | 1 | | Ukraine | 47 | - | 47 | |
| Azerbaijan | 4 | - | 4 | | United Kingdom | 618 | 45 | 663 | |
| Bangladesh | 12 | 12 | 24 | | unspecified Europe | 10 | - | 10 | |
| Brunei Darussalam | 8 | 1 | 9 | | Subtotal | 6,309 | 300 | 6,609 | 30.8 |
| China | 38 | 53 | 91 | | AFRICA | | | | |
| Georgia | 15 | - | 15 | | Algeria | 2 | 26 | 28 | |
| Hong Kong - SAR | 28 | 21 | 49 | | Angola | 1 | - | 1 | |
| India | 226 | 245 | 471 | | Botswana | 4 | - | 4 | |
| Indonesia | 33 | 20 | 53 | | Cameroon | 6 | 1 | 7 | |
| Japan | 91 | 65 | 156 | | Egypt | 19 | 27 | 46 | |
| Kazakhstan | 26 | 2 | 28 | | Ethiopia | 20 | 1 | 21 | |
| Korea, Republic Of | 25 | 49 | 74 | | Gambia | 1 | - | 1 | |
| Kyrgyzstan | 2 | - | 2 | | Ghana | 22 | 10 | 32 | |
| Laos | - | 1 | 1 | | Kenya | 13 | 22 | 35 | |
| Macao | 2 | - | 2 | | Lesotho | 1 | - | 1 | |
| Malaysia | 77 | 71 | 148 | | Libyan Arab Jamahiriya | 2 | - | 2 | |
| Mongolia | 3 | - | 3 | | Malawi | 1 | - | 1 | |
| Myanmar | 9 | 1 | 10 | | Mauritania | 8 | - | 8 | |
| Nepal | 13 | 3 | 16 | | Morocco | 14 | 49 | 63 | |
| Pakistan | 30 | 42 | 72 | | Mozambique | 4 | 1 | 5 | |
| Philippines | 39 | 1 | 40 | | Namibia | 7 | - | 7 | |
| Singapore | 87 | 6 | 93 | | Nigeria | 79 | 69 | 148 | |
| Sri Lanka | 29 | 4 | 33 | | Reunion | 1 | - | 1 | |
| Taiwan | 39 | 28 | 67 | | Rwanda | 1 | - | 1 | |
| Thailand | 20 | 34 | 54 | | Senegal | 1 | - | 1 | |
| Uzbekistan | 3 | 1 | 4 | | Seychelles | 1 | - | 1 | |
| Vietnam | 12 | 20 | 32 | | Sierra Leone | 3 | 1 | 4 | |
| Subtotal | 872 | 680 | 1,552 | 7.2 | South Africa | 106 | 71 | 177 | |
| MIDDLE EAST | | | | | Sudan | 2 | - | 2 | |
| Bahrain | 21 | 16 | 37 | | Tanzania | 10 | 14 | 24 | |
| Iran | 85 | 89 | 174 | | Tunisia | 6 | 18 | 24 | |
| Iraq | 7 | 1 | 8 | | Uganda | 11 | 11 | 22 | |
| Israel | 65 | 111 | 176 | | Zambia | 4 | 1 | 5 | |
| Jordan | 10 | 1 | 11 | | Zimbabwe | 5 | 1 | 6 | |
| Kuwait | 11 | 1 | 12 | | unspecified Africa | 7 | - | 7 | |
| Lebanon | 12 | 19 | 31 | | Subtotal | 362 | 323 | 685 | 3.2 |
| Oman | 18 | 22 | 40 | | NORTH AMERICA | | | | |
| Qatar | 32 | 49 | 81 | | Canada | 318 | 75 | 393 | |
| Saudi Arabia | 40 | 78 | 118 | | Mexico | 96 | 4 | 100 | |
| United Arab Emirates | 60 | 118 | 178 | | United States | 9,246 | 1,081 | 10,327 | |
| unspecified Middle East | 2 | - | 2 | | unspecified North America | 4 | - | 4 | |
| Subtotal | 363 | 505 | 868 | 4.1 | Subtotal | 9,664 | 1,160 | 10,824 | 50.4 |
| EUROPE | | | | | CARIBBEAN | | | | |
| Albania | 10 | 2 | 12 | | Bahamas | 2 | - | 2 | |
| Andorra | 11 | - | 11 | | Cayman Islands | - | 1 | 1 | |
| Austria | 190 | 6 | 196 | | Cuba | 2 | - | 2 | |
| Belarus | 10 | - | 10 | | Dominican Republic | 4 | - | 4 | |
| Belgium | 303 | 11 | 314 | | Jamaica | 3 | 1 | 4 | |
| Bosnia and Herzegovina | 32 | 2 | 34 | | Netherlands Antilles | - | 1 | 1 | |
| Bulgaria | 75 | 6 | 81 | | Puerto Rico | 7 | 2 | 9 | |
| Croatia | 92 | 6 | 98 | | Trinidad and Tobago | 5 | 2 | 7 | |
| Cyprus | 43 | 2 | 45 | | Unspecified Caribbean | 2 | - | 2 | |
| Czech Republic | 97 | 8 | 105 | | Subtotal | 25 | 7 | 32 | 0.1 |
| Denmark | 92 | 4 | 96 | | CENTRAL AMERICA | | | | |
| Estonia | 44 | - | 44 | | Costa Rica | 7 | - | 7 | |
| Finland | 91 | 6 | 97 | | El Salvador | 2 | - | 2 | |
| France | 449 | 7 | 456 | | Guatemala | 3 | - | 3 | |
| Germany | 414 | 26 | 440 | | Honduras | 1 | - | 1 | |
| Gibraltar | 4 | - | 4 | | Nicaragua | 2 | - | 2 | |
| Greece | 168 | 7 | 175 | | Panama | 5 | - | 5 | |
| Hungary | 79 | 6 | 85 | | Subtotal | 20 | - | 20 | 0.1 |
| Iceland | 18 | - | 18 | | SOUTH AMERICA | | | | |
| Ireland | 149 | 5 | 154 | | Argentina | 31 | 19 | 50 | |
| Italy | 380 | 12 | 392 | | Bolivia | 9 | 1 | 10 | |
| Latvia | 54 | 1 | 55 | | Brazil | 85 | 89 | 174 | |
| Lithuania | 82 | - | 82 | | Chile | 30 | 16 | 46 | |
| Luxembourg | 18 | - | 18 | | Colombia | 20 | 51 | 71 | |
| Macedonia | 37 | 3 | 40 | | Ecuador | 9 | - | 9 | |
| Malta | 32 | 4 | 36 | | Paraguay | - | 1 | 1 | |
| Moldova | 1 | 1 | 2 | | Peru | 4 | 21 | 25 | |
| Montenegro | 4 | 1 | 5 | | Suriname | 1 | - | 1 | |
| Netherlands | 639 | 32 | 671 | | Uruguay | 4 | 4 | 8 | |
| Norway | 91 | 5 | 96 | | Venezuela | 3 | - | 3 | |
| Poland | 203 | 10 | 213 | | Subtotal | 196 | 202 | 398 | 1.9 |
| Portugal | 183 | 6 | 189 | | ASIA PACIFIC | | | | |
| Romania | 154 | 14 | 168 | | Australia | 148 | 207 | 355 | |
| Russian Federation | 154 | 4 | 158 | | Federated States Of Micronesia | 1 | - | 1 | |
| Serbia | 137 | 12 | 149 | | Fiji | 3 | - | 3 | |
| Slovakia | 57 | 4 | 61 | | New Caledonia | 1 | - | 1 | |
| Slovenia | 136 | 7 | 143 | | New Zealand | 46 | 71 | 117 | |
| Spain | 370 | 12 | 382 | | Vanuatu | - | 1 | 1 | |
| Sweden | 179 | 5 | 184 | | Subtotal | 199 | 279 | 478 | 2.2 |
| Switzerland | 83 | 6 | 89 | | TOTAL QUALIFIED CIRCULATION | 18,010 | 3,456 | 21,466 | 100.0 |

*See Additional Data

E-NEWSLETTER CHANNEL

| 2019 | ITS INTERNATIONAL E-Newsletter |
|-----------------|-----------------------------------|
| JANUARY | |
| January 10 | 46,762 |
| January 24 | 46,400 |
| FEBRUARY | |
| February 7 | 46,049 |
| February 21 | 45,256 |
| MARCH | |
| March 7 | 45,142 |
| March 21 | 44,801 |
| APRIL | |
| April 4 | 48,342 |
| April 18 | 48,309 |
| MAY | |
| May 2 | 48,175 |
| May 16 | 52,160 |
| May 30 | 51,949 |
| JUNE | |
| June 13 | 51,728 |
| June 27 | 51,507 |
| AVERAGE: | |
| 48,198 | |

ITS INTERNATIONAL E-Newsletter (13 issued in the period)

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue’s content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 2 – LATE MAILING OF ISSUES:

690 copies or 3.2% of the total copies distributed for the January/February 2019 issue were distributed on March 5, 2019.
76 copies or 0.3% of the total copies distributed for the May/June 2019 issue were distributed on July 5, 2019.

PARAGRAPH 3b:

Other sources include 4 sources of circulation for quantities of 967 copies or 4.5% to 3,178 copies or 14.8%, including ITS Research.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter is not reported at the media owner’s option.

PUBLISHER’S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Andrew Barriball, Publisher
Charmaine Douglas, Data Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

| | |
|---------------------------|----------------|
| Date signed | July 25, 2019 |
| Country | United Kingdom |
| City | London |
| Received by BPA Worldwide | July 25, 2019 |
| Type | BJ |
| ID Number | I175B0J9 |

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization’s sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.