



NEWS RELEASE  
For immediate release

## **La Presse+ becomes the first tablet-based news platform with ad impressions certified by the Alliance for Audited Media**

MONTREAL, QC, and ARLINGTON HEIGHTS, Ill. (December 10, 2014) — In the first audit of its kind in Canada, the Alliance for Audited Media has certified the systems, processes and metrics used to serve and measure ads delivered on La Presse+, a daily digital edition for tablets that blends the best of print, web, mobile and video content. La Presse+ is produced by La Presse, a Canadian French-language multiplatform media.

The certification provides assurance to advertisers that the methods La Presse+ uses to measure and count unique devices and ad impressions are transparent and in accordance with industry standards.

“Independent certification of technology and publishing platforms is vital in today’s interactive advertising ecosystem, where advertisers are increasingly concerned about unseen ads, non-human traffic, fraud and safe advertising outlets,” said Steve Guenther, AAM’s Vice-President of digital auditing services. “With AAM’s certification, La Presse is demonstrating its commitment to digital quality, accountability and transparency.”

The AAM certification focused on the advertising-metrics tools designed, developed and integrated into the La Presse+ app in both its iOS and Android versions, including the integrated software used to track reader activity (Localytics) and ad impressions (AdGear). More specifically, it validated ad impressions, a highly valued metric that advertisers find in the performance reports for each of their campaigns.

“Measurability of advertising performance is one of the pillars of the La Presse+ value proposition,” said Luc Tremblay, Vice-President, Sales, La Presse, adding: “With the certification of La Presse+ measurement tools by the AAM, an organization recognized by advertisers and agencies, we now offer our advertisers certified reports that enable them to follow the true performance of their advertising campaigns in detail. With this innovation, La Presse+ has set the standard for the entire industry.”

AAM conducted the certification in accordance with several industry-developed guidelines put forth by the Interactive Advertising Bureau, Mobile Marketing Association and the Media Rating Council, supported in Canada and the U.S.

**About the Alliance for Audited Media**

The Alliance for Audited Media is a non-profit industry body founded by the Association of National Advertisers to ensure media transparency and trust. AAM provides essential cross-media verification and information services for North America's leading media companies, advertisers and ad agencies. In 2014, AAM merged with ImServices Group, one of the world's most experienced providers of technology certification audits to industry standards established by the Interactive Advertising Bureau, Media Rating Council and Mobile Marketing Association. Visit [AAM's website](#) to learn more.

**About La Presse**

La Presse, Canada's French-language news medium of record, is distributed on several platforms, including a digital edition for tablets, mobile applications, the Web and paper. Its content features distinctive, rich and diversified coverage of news and current events. The 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 digital edition, fully leverages the multi-function capabilities of iPad and Android tablets to deliver the most comprehensive news and information experience ever from Quebec's largest newsroom.

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**La Presse**

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