



Why join
aop



What is our mission?

Formed in 2002, Association of Online Publishers (AOP) is a UK industry body representing digital publishing companies.

We champion the interests of media owners from diverse backgrounds including newspaper and magazine publishing, TV and radio broadcasting, and pure online media. Our mission is to support these organisations in their continued commitment to the creation and distribution of high-quality, original content, for the benefit of the consumer.



AOP provides a unique opportunity to share ideas, insight and learning between the movers and shakers in the digital publishing industry.

The open dialogue and collaboration allows us to shape our strategy to maximise our opportunities in an ever changing market. And because of this AOP awards are the ones everyone wants to win; validation and praise from your peers in the industry.

- **Pete Wootton, Managing Director, Dennis Digital**

Reasons to join aop



Research



Groups



Events



Resources

Together, we can tackle key issues,
create meaningful connections
and make ourselves heard



Educate, inform and connect

Together, we are better positioned to tackle the key issues facing the publisher community, which is why we encourage connections among our diverse membership.

Our extensive programme of events and working groups encourages the continuous exchange of views, knowledge and experiences in a trusted, collaborative environment.

We keep digital publishing companies informed on the latest industry news and offer bespoke research for member organisations to benchmark their performance in the industry.

All employees of AOP member organisations can access our range of benefits and services. Board Publisher Members are also entitled to a voting seat on the Board, and therefore have the opportunity to influence the direction of AOP.

Representing your voice

As the voice of online publishers, we sit on numerous industry boards and trade bodies, ensuring that members are plugged into important industry conversations.

These include:

- UKOM
- TAG Leadership Council
- Ad Association
- Cross-Industry
- Programmatic Supply Chain
- Transparency Taskforce

We are heavily influential in industry initiatives such as:

IAB TCF framework, IAB Gold standard, Project Rearc, Privacy Sandbox, and the Lead Fidelity Consortium.

We have regular dialogue with the CMA and DCMS, as well as other trade bodies like IAB, ISBA, and IPA.

Additionally, we work with a range of partners including Lewis Silkin, Deloitte, The Ozone Project, The Conscious Advertising Network, Newsworks, and Brixton Finishing School, allowing us to extend the insights we can share with our member base.

Rapid response to industry threats

We continually and rapidly respond to industry threats and challenges through our working groups – whether that’s working with the ICO on GDPR, trialling new technologies around identity solutions, or championing the adoption of higher industry standards.

Our extensive network allows AOP, on your behalf, to have a voice at the table, create meaningful connections and drive conversations that will safeguard the future of premium publishers and digital publishing.

We also create a range of assets and guidance for our members, including our Ad Blocking Guide, Ad Quality Charter and GDPR Good Practice Guide.

The issues we respond to are generally derived from topics and challenges raised in our steering group discussions.

Our steering groups

Our steering groups are the lifeblood of AOP and help build networking ties across the industry.

Member organisations can input into the agenda, drive discussion, and share learnings and send key staff members to represent them in the meetings.

Through these groups, we ensure our members have access to platform owners such as Facebook, Google and Apple to help them get the inside track, as well as hear from a wide variety of vendors about key topics.

Our current steering groups include: Commercial, Ad Ops, Research, Product Development, B2B, Audience Development, HR, and JAB (Journalism Advisory Board).

We also ensure that Board and Affiliate Publisher Members have the opportunity to shape the content and outputs of AOP activity and gain maximum benefit from their membership.

Everyone’s voice is heard.



A woman with long blonde hair is smiling and talking to a man with glasses. They are at a social event, possibly a conference or networking gathering, with other people and street lamps visible in the background. The image has a blue overlay.

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The AOP does an incredible job of representing and championing the interests of publishers.

But alongside ensuring members are heard across the digital ecosystem, it also fulfils another essential role: driving better collaboration and innovation by bringing them together. Enabling and enhancing the power of unity is something we believe in strongly at The Ozone Project, and it's one of our key shared values with the AOP. It provides a vehicle for content creators to share new ideas, increase their influence and find solutions to challenges by working collectively to safeguard the future of digital publishing.

● Danny Spears, Chief Operating Officer, The Ozone Project



Benefits to **Affiliate** Publisher Members

Affiliate Publisher Members receive:

- **Access to member-only groups** that allow you to benefit from cross-industry knowledge, share learnings, and drive progression around key issues. Groups include: Commercial, Ad Ops, Research, Product Development, B2B, Audience Development, HR, and JAB
- **Access to leading online research and insight**, including our bi-annual Census Report, monthly Digital Landscape Report (DLR), industry benchmarking research, as well as ad-hoc consumer and B2B research projects
- **Publisher representation across industry working groups**, boards, initiatives, and government bodies, with regular opportunities to provide feedback, input, and shape the latest industry developments
- **Access to member-only assets**, bespoke guidance, and industry experts on current and future issues affecting digital publishing
- **Tickets** for every AOP CRUNCH event (6 x CRUNCH events a year)
- **Member discount** on ABC audits: 25% off the one-off registration fee and 15% off the rate card for each website traffic audit; providing that at least two audits are performed annually. Note: this cannot be used in conjunction with any other offer.
- **Discounted entry fees** and tickets for the industry leading AOP Digital Publishing Awards
- **Complimentary** and/or discounted tickets for the AOP's annual convention
- **Regular member discounts** on other media industry events
- **Publication of press releases** promoting your digital business on AOP's website and newsletter

Benefit from member-only access, discounts and promotions

Benefits to Board Publisher Members

In addition to the Affiliate Member benefits, Board Publisher Members also receive:

- **One voting seat on the board**, and therefore the opportunity to influence the direction of AOP – the board determines AOP’s strategic objectives, overseeing all AOP initiatives
- **Access to the Digital Publishers Revenue Index (DPRI)**, administered by Deloitte on behalf of AOP, a pool of opted-in Board Members who provide their digital revenues monthly to achieve an aggregate view of the marketplace. All data is strictly confidential and members only see the aggregated view, enabling them to benchmark their own performance against the wider market on a three-monthly basis. Data points cover display, sponsorship, video, mobile, recruitment, other classified, subscriptions and other digital revenues, and can be measured to provide a detailed view of the market on a month-on-month and year-on-year basis
- **Access to other member-only and board-only events**, i.e. subject-specific roundtables



How to join aop

If you'd like to join our membership of premium digital media owners, download an application form from ukaop.org today. If you have any questions or if you need assistance, please contact:

 jenna.nord@ukaop.org




What aop resources are available?



It's so important for our industry to have trade bodies like the AOP leading the dialogue on the collective challenges we are facing.

As the voice of premium publishers, AOP brings together a powerful community of publishers with common interests to produce effective outcomes.

- Jo Holdaway, Chief Data and Marketing Officer, The Independent and Evening Standard



Connect to the key issues
related to the industry
through our comprehensive
and informative website

ukaop.org

Our website offers continuous access to thought-provoking and informative articles, white papers, case studies, and research reports. We share content from our strategic partners, members, and contributors on a range of subjects covering the key issues related to digital publishing.

Digital Digest

Digital Digest is our weekly newsletter, featuring a round-up of need-to-know news items from digital publishing. It is also an opportunity to discover recently published members' content and find out about the latest AOP events

What AOP research can I access?

We provide industry-leading research on a regular basis, including:

- Quarterly Digital Publishers Revenue Index (DPRI) conducted by Deloitte – exclusive to Board Members
- Monthly Digital Landscape Report (DLR)
- ISBA Programmatic Supply Chain Transparency Study, in association with the AOP and carried out by PwC
- Two annual membership surveys
- Revenue and audience benchmarking
- Ad-hoc research on current hot topics
- Partner research




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The AOP provides an invaluable platform to share learnings and solutions that benefit both individual publishers and the digital publishing industry as a whole.

By coming together on shared issues, the AOP gives premium publishers a voice at the table, and helps drive real and positive change.

- Karen Eccles, Managing Director, Digital and Innovation at The Telegraph



Keep up to date with
the latest news and statistics
with monthly and detailed
quarterly reports from AOP

Digital Landscape Report

The Digital Landscape Report is a monthly digest and commentary on the latest news and statistics of relevance to the digital media owner community. The latest issue is emailed to members monthly.

Member benefits include:

- A curated summary of significant news items, including key findings from a wide range of sources in a centralised location
- Access to publicly sourced data from UK Online Measurement (UKOM), the Internet Advertising Bureau (IAB) and WARC
- Bespoke contributions from leading marketing intelligence providers, such as eMarketer and Deloitte
- Access to historic archive of reports through AOP's website, ukaop.org

Digital Publishers Revenue Index (DPRI)

The DPRI is a quarterly survey of premium media owners' digital revenue performance. It is administered by Deloitte on our behalf.

Board Member benefits include:

- Contribution to the report, helping promote the development and growth of the premium digital publisher sector
- Benchmarking the shape and direction of revenue performance against the wider market
- Accessing a confidential and aggregated view of digital marketplace revenue

Events

AOP Digital Publishing Awards

Our annual awards benchmark and champion excellence in online publishing, reflecting the innovation and enterprise that characterises our industry



AOP CRUNCH Series

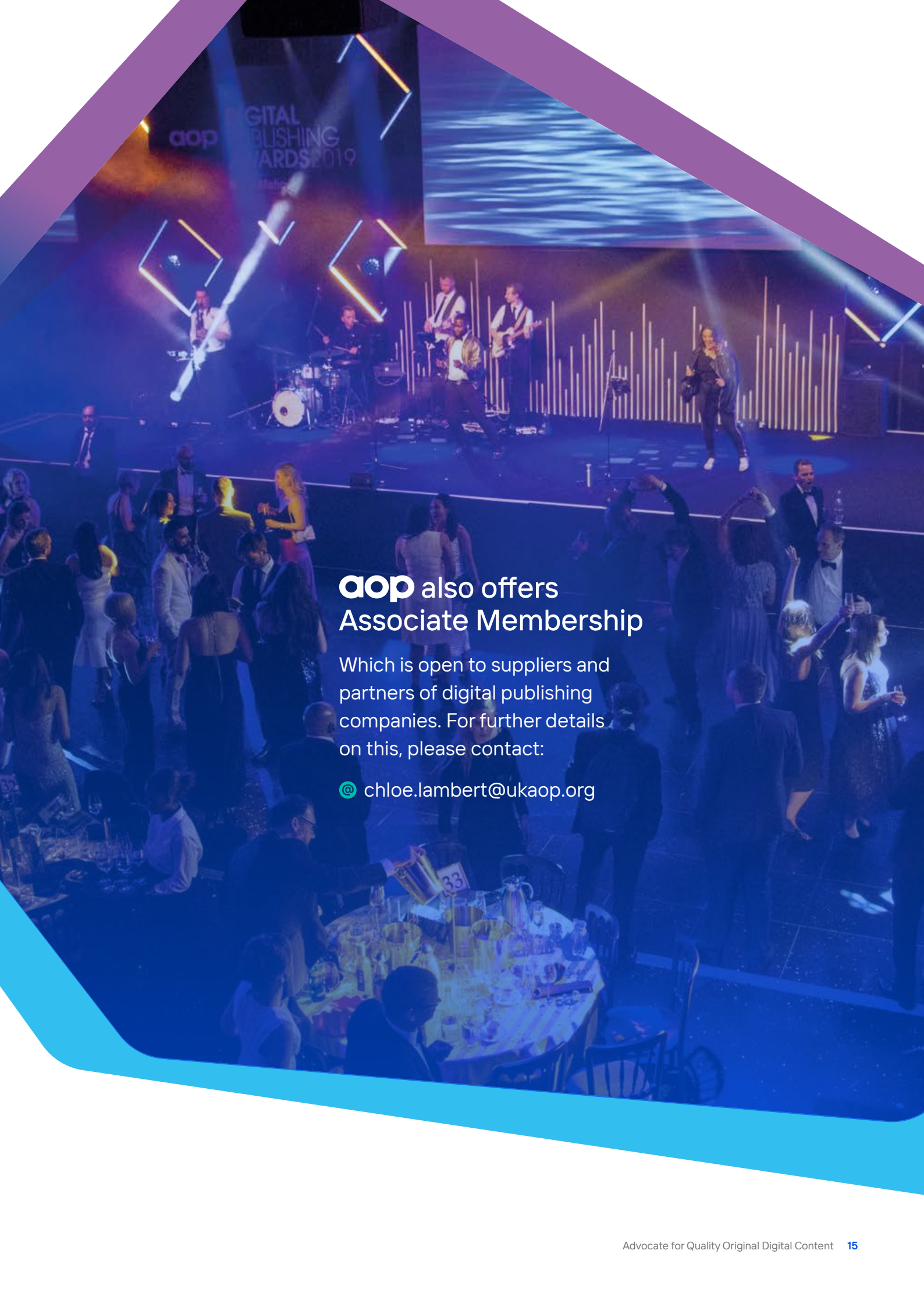
Totally focused on discussing challenges and peer networking; with a purpose to build a better future for premium publishers



AOP Publishing Tech Talk

A week of online discussion and events focusing on how publishers are leveraging tech solutions to drive growth





aop also offers
Associate Membership

Which is open to suppliers and partners of digital publishing companies. For further details on this, please contact:

📧 chloe.lambert@ukaop.org

