

Prediction Accuracy Check: Certificate 2025

Issued for:

 **Ringier** | Advertising

Ringier Advertising
Flurstrasse 55
8021 Zürich

Period of audit: 1.9.2024 – 28.2.2025

Certified media brand	Blick National
Domains included	blick.ch (D), blick.ch/fr (F)
Segment results analysed	Gender, Age & Interest in Sports
Transparency including access to raw data	✓
Insight into process of prediction model	✓
Sampling tests to verify raw data	✓

Congruence Score

For all mentioned websites; measures similarity between distribution of total prediction results and source of truth distribution results

Score: 92.0

CONCLUSION:

All of the above-mentioned aspects were checked in detail. Ringier Advertising has provided insight into its data, has been transparent about how the predictions are generated and has shown that the data supplied have remained original. They have also committed to working on the continuous improvement of their predictions. The overall Congruence Score for Blick National is calculated as the mean value between the score for age, gender and interest in sports. With a score of 92.0, it is clear that the prediction model is effective in correctly determining a large proportion of the aggregated segments.

PROCEDURE:

WEMF has been given insight into the raw data of the predictions of the mentioned websites. During the auditing process, the definitions of usership and those of checked segments were reviewed. The number of IDs behind a prediction was also checked.

The Congruence Score is calculated by considering the deviations in the distribution of age groups, gender groups and gender crossed with interest in sports between the predictions and the WEMF data. A Congruence Score for age, gender and interest in sports is generated for each website. For the entire network, a Congruence Score is generated for each of the analysed characteristics using a weighted average. Finally, the aggregated scores for age, gender and interest in sports are averaged to the Congruence Score which is reported on this certificate.

Editor:

WEMF AG für Werbemedienforschung
WEMF checked all data provided by Ringier Advertising for plausibility and compared the values with data collected from the MACH studies to generate the Congruence Score.

Congruence Score from Aggregated Data and Correctness of Data

Only aggregated data was reviewed in this audit. The Congruence Score does not represent prediction accuracy at an individual ID level. WEMF does not guarantee the correctness of the data provided by Ringier Advertising. More detailed information can be found in the guidelines.

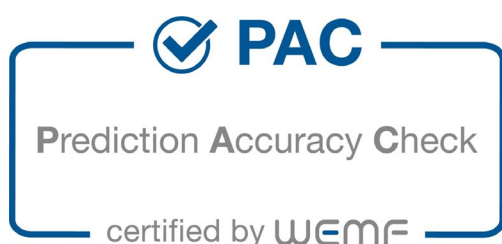
Use of Certificate

The audited company is entitled as per contract to publicly communicate the values shown on this certificate individually or as a whole, stating the audit period, or to publish the certificate as such until 28.2.2026.



More information about Prediction Accuracy Check:

wemf.ch/en/PAC



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Congruence Score

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Congruence Score: Gender Score: 98.2



Congruence Score: Age Score: 84.7

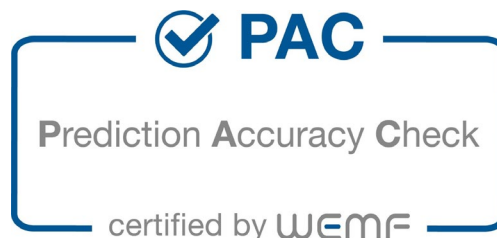


Congruence Score: Interest in Sports Score: 92.9



CONCLUSION:

For the gender, age and interest in sports variables, aggregated results were analyzed. For gender, a Congruence Score of 98.2 was reached. This is a very good value since it shows that the results from the prediction are close to the SOT. For age, a Congruence Score of 84.7 was reached. This is a good value since an increasing number of categories makes it more difficult to reach a score close to 100. As can be seen in the analyses of the individual websites, this deviation is mainly due to the fact that users in the younger age categories (25-34 and 35-44) are underestimated. A congruence score of 92.9 was achieved interest in sports. This is also a very good value.



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