

# The Barcelona Principles of Communication Measurement (VIDEO)

*Editor's Note: Appreciation to [Ketchum's](#) David B. Rockland, Ph.D., Partner/CEO, Global Research & Analytics, Past Chairman, AMEC and his team for sharing their insight and producing this video that takes a deep dive into the Barcelona Principles of Communication Measurement. To learn more about the Barcelona Principles, visit the [AMEC](#) : the International Association for Measurement and Evaluation of Communication website at [www.amecorg.com](http://www.amecorg.com)*