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## ABC Business Magazine Reporting Standards (UK)

Changes have been agreed to the ABC Business Magazine Reporting Standards. We have updated the latest Reporting Standards – 2012 Version 2 – to incorporate these changes and you can now view or download these from our website [www.abc.org.uk](http://www.abc.org.uk).

### 1. Digital Licences

From reporting periods ending January 2012 onwards you can report on your magazine certificate digital licences that provide a subscriber's multiple users with access to your magazine's digital edition.

This information will be reported on the magazine ABC certificate but separately from the magazine's circulation (therefore it will not be included in the magazine's total average circulation).

A new section M detailing the requirements for reporting digital licences has been added to the Reporting Standards as follows:

#### **SECTION M DIGITAL LICENCES (NOT INCLUDED IN AVERAGE NET CIRCULATION)**

##### **M1 INTRODUCTION**

This category is where you can claim the sale or provision of digital licences that provide the subscriber's multiple users with access to your digital edition.

Digital licence figures will not be included in the total average net circulation or Audit Issue net circulation figure but will be shown in a separate section of the certificate.

##### **M2 REQUIREMENTS**

- A digital licence is defined as a documented agreement between you and a subscribing organisation to provide access to your publication's digital edition where it is either:
  - Hosted on the subscribing organisation's intranet
  - Hosted elsewhere and access is controlled via a log-in or password protected process
- The digital edition covered by the digital licence must meet the requirements to qualify as a Digital Edition of the certified publication as detailed in section J.
- The digital licence agreement with each subscribing organisation:
  - Must state the price paid or confirm the licence is contracted on a free basis.

Setting the standard



- Must state the period of the licence
- Must specify the number of 'seats' (i.e. individual user accounts/licences). *For example 'Global' or 'companywide' is not acceptable.*
- Must, for free digital licences only, require the subscribing organisation to notify all individual seats (individuals) of the availability of each issue.

### M3 REPORTING

- You must report digital licences for the audit issue digital edition by organisation type and in rate bands as shown below.
- For rate banding purposes you must compare the price per seat against the UK print price (cover price if one issue or Basic Annual Rate for subscriptions – pro-rated where applicable).
- The rate bands to be reported are:
  - 50% of full rate or above
  - Between 20% and 50% of full rate
  - Less than 20% of full rate
  - Free
- You may optionally report demographic and geographic breakouts with our agreement.
- Digital licence figures will not be included in the total average net circulation or Audit Issue net circulation figures but will be shown in a separate section of the certificate.

*Example Reporting: Audit issue digital licences analyses*

Organisation type	Total		50% or above	Between 20% and 50%	Less than 20%	Free
	No. Licences	No. Seats	No. Seats	No. Seats	No. Seats	No. Seats
Bank	43	530	530			
Pension	52	612	612			
Insurance	100	800	725	75		
<b>Total</b>	<b>195</b>	<b>1,942</b>	1.867	75		

### M4 RECORDS REQUIRED

- Evidence supporting each digital licence claimed, including the agreement, the subscribing organisation's details, the period and amount paid.
- Evidence that you have been paid for digital licences claimed as paid.

## **2. Single and Multiple Copy Subscription Sales**

The rules currently state that for single and multiple copy subscription purchases the recipients' details must be provided by the purchaser.

Due to some possible ambiguity in certain scenarios, it has been clarified that, with immediate effect, where the purchaser has approved the recipients' details (even if they were originally provided by the publisher) then this would be compliant.

In sections D2 (single copy subscriptions) and F2 (multiple copy subscriptions), the following shaded text has been added:

- The subscription must be a bona fide subscription purchase where:
  - i) The arrangement relates to the purchase of the publication and is not linked to the provision of any advertising or promotion
  - ii) The recipient(s) details are provided by or approved by the purchaser

The ABC Business Magazine Reporting Standards Group discussed these changes. If you would like the Standards Group to review any current reporting standard or if you would like more information about how the above changes affect you, please contact your ABC Account Manager Alden Arnold ([alden.arnold@abc.org.uk](mailto:alden.arnold@abc.org.uk)) or Ben Wignall ([ben.wignall@abc.org.uk](mailto:ben.wignall@abc.org.uk)).