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ABC Business Magazines: Multi-Platform Certificate/Report Standards

Changes have been agreed to the Reporting Standards for the ABC Multi-Platform Certificates/Reports.

We have updated the latest Reporting Standards – 2014 Version 4 – to incorporate these changes and you can now view or download these from our website www.abcstandards.org.uk.

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1. Digital Product Licences: new metric
2. Social Media: clarification

RULE CHANGE 1

Digital Product Licences: new metric

A new metric has been added to the ABC Multi-Platform Certificate, to allow the reporting of paid licences for digital products (e.g. websites, online magazines) on the ABC Multi-Platform Certificate/Report.

The following section has been added:

DIGITAL PRODUCT LICENCES

DEFINITION

The purchase by a subscriber of access to a Digital Product for one or more of their users.

PRINCIPLES

1. **There must be a contractual arrangement between the publisher (or their agent) and the subscriber to purchase access to a Digital Product for one or more of their users**

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2. The Licence is knowingly paid for by the subscriber

REQUIREMENTS

1. **There must be a contractual arrangement between the publisher (or their agent) and the subscriber to purchase access to a Digital Product for one or more of their users**
 - a) The Digital Product must be hosted either:
 - i) On the subscribing organisation's intranet; or
 - ii) Elsewhere and access is controlled via a log-in or password protected process.
 - b) The contracted period must be defined.
 - c) The number of users ('Seats') must be stated. (I.e. General terms such as 'Global' or 'Companywide' are not permitted).

2. **The licence is knowingly paid for by the subscriber**
 - a) The purchase by the subscriber may be in cash or by other means agreed by ABC in writing.
 - b) You can claim licences where payment is outstanding as long as there are reasonable grounds to consider them to be live, good and collectable.

REPORTING

You will report Digital Product Licences as follows, which will be reported on the ABC Multi-Platform Certificate/Report:

1. By Digital Product, including name and description. *For example: Business Magazine News, Online weekly magazine or website*
2. The average number of live Digital Product Licences and Seats per month. The number of live Digital Licences and Seats for a month is taken on the last working day of the month. *This would mean that for a multi-month reporting period, say 12 months, you would identify the live number at the end of each month, add them up and divide by 12 to arrive at the average monthly number.*
3. The average price per live Seat per month. The number of live Seats for a month is taken on the last working day of the month. *This would mean that for a multi-month reporting period, say 12 months, you would identify the average price of the live seats at the end of each month, add them up and divide by 12 to arrive at the average monthly price.*

RULE CHANGE 2

Social media: clarification

To avoid confusion over the nature of certification of Social Media metrics the rule wording has been amended to make clear that what is being reported is the Social Media Service's provided

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count and testing does not involve examining how the count is compiled or the original source of the metrics included.

The section has been amended as shown below, removing struck-through text and adding shaded text:

SOCIAL MEDIA

DEFINITION

The measurement of a product's defined Social Media metric(s).

PRINCIPLES

1. **Prior notification of Social Media metric(s) details to ABC**
2. **Social Media metric(s) reported separately**

REQUIREMENTS

1. **Prior notification of Social Media metric(s) details to ABC.**
 - a) You must obtain ABC's agreement in advance that your Social Media metric(s) is/are capable of being recorded and checked ~~compliant and verifiable to ABC standards~~. This will include:
 - i) The particular Social Media metric(s) to be certified
 - ii) The specific service(s) to be certified, by URL
2. **Social Media metric(s) reported separately**
 - a) The Social Media metric count will be that ~~verified~~/recorded on the last working day of each month. ~~The audit will not verify the authenticity of the original source data included in the count.~~
 - b) Data for different service(s) will not be aggregated
 - c) Social media metrics will be reported on an ABC Multi-Platform Certificate

REPORTING

You will report the Social Media metric for each specific service as follows:

1. By each specific service showing:
 - a) The URL. *For example: http://twitter.com/#!/ABC_UK*
 - b) The Social Media brand. *For example: Facebook*
 - c) The Social Media metric label. *For example: Facebook Likes, Twitter Followers*
 - d) The metric count.
2. By metric count on the last working day of each month.
3. The average of the metric counts on the last working day of each month covered by the Certificate.

GUIDANCE

G2. Social Media metric(s) reported separately

- a) We will need to access the reported Social Media service to be audited. The metric counts may be confirmed audited by simply viewing publicly available data or via the use of other technologies. We will agree in advance the process for verification and submission of your claims to us and how we will confirm the metric count(s).

If you would like the ABC Business Media Reporting 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@abc.org.uk or ben.wignall@abc.org.uk.

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