



November 2016

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[www.abc.org.uk](http://www.abc.org.uk)

## ABC Consumer Magazines Reporting Standards (UK)

Changes have been agreed to the ABC Consumer Magazine and Multi-Platform Reporting Standards. We have updated the latest Reporting Standards to incorporate these changes and you can now view or download these from our Standards website [www.abcstandards.org.uk](http://www.abcstandards.org.uk).

### Have a suggestion or a query about a rule?

As an ABC member you can ask us to look at any aspect of the information we publish or the rules behind them. If you have any suggestions or comments please contact your ABC Account Manager, Charlotte Brown ([charlotte.brown@abc.org.uk](mailto:charlotte.brown@abc.org.uk)), Jo Bland ([jo.bland@abc.org.uk](mailto:jo.bland@abc.org.uk)), any member of the ABC team or the [ABC Consumer Magazines Reporting Standards Group](#).

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**1. Digital Editions: All You Can Read Sales**

*A new category for Digital Edition copies where the consumer has paid and viewed a copy as part of a multi-publication offer.*

**2. Digital Editions: Multiple Copy Business Sales**

*A new category for Digital Edition copies purchased by third parties that are made available to and viewed by a consumer.*

**3. Multiple Copy Sales: Optional analysis**

*These copies are currently analysed by a standard set of consumer types i.e. Airside, Hotel, Trains etc. You may now choose to report additional detail about these copies, providing it is auditable.*

**4. Multi-Platform: Event Audience**

*A new metric for reporting an event's attendance figure on an ABC Multi-Platform Certificate.*

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## **1. Digital Editions: All You Can Read Sales**

This new category of circulation has been developed to allow the wider reporting of copies where a consumer has made a payment that allows access to a range of Digital Edition titles. *For example 'access over 500 titles for £10 a month'.*

You may claim a copy in this category if the consumer has paid and viewed an issue of the publication. As the claim is based on copies actively opened, there is no requirement to provide the consumer's name/address details and de-duplicate them against other circulation categories.

These services are usually provided via a third party digital platform provider who will provide the data and analytics required for the audit. Please contact your ABC Account Manager if you wish to discuss claiming these copies.

This category is available from the current Reporting Period (ending 31<sup>st</sup> December 2016).

### **Amendment**

Add new section

## **ALL YOU CAN READ SALES (Digital Edition only)**

### **DEFINITION**

A Digital Edition copy that a consumer has purchased and viewed as part of a multi-publication package.

### **REQUIREMENTS**

#### **1. Copy is paid for and viewed by the consumer**

- a) The consumer has paid for the right to view the copy as part of a multi-publication package. *Note: Although the consumer may subscribe to the multi-publication package for a contracted period, the copies are not treated as subscriptions but claimed on a single issue basis when viewed.*
- b) Copies can only be claimed if they have been viewed by a consumer. This will be demonstrated by meeting at least the definition of a Publication Active View (a single copy of a publication actively opened by a device for viewing. See full definition\*).
- c) Only one view per device per issue can be claimed
- d) There is no requirement to de-duplicate it against other circulation categories
- e) Back issues up to 12 months old can be claimed against the issue current at the time it is viewed

\*Publication Active View:

1. Definition: A single copy of a publication actively opened by a device for viewing.

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2. Principles:

- a. A minimum of one page of an issue opened/served on/to a device.
- b. Distinct action/event by the end user to view.  
Note: a single action/request which results in both the content being downloaded/made available and the automatic opening of a page of the publication is not considered a distinct action/event. A further distinct action would be required such as opening a second page.
- c. The view request must be on an issue by issue basis.

Note: A device may make a number of active views of an issue, either together or at different times. Only one active view per device per issue can be claimed and reported

**2. There must be a contractual arrangement between any third-party intermediaries/sellers and the publisher to purchase the copies**

- a) Where third-parties are used you must be able to provide:
  - i) Evidence of payment to the publisher and between any other intermediaries for the copies claimed
  - ii) Evidence of the contractual arrangements between the publisher and any other intermediaries to measure, report and pay the publisher for the copies claimed.

## REPORTING

All You Can Read Sales will be reported as a single total average per issue over the Reporting Period, broken out as follows:

1. By geographical type:
  - a) United Kingdom and Republic of Ireland
  - b) Other Countries

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## **2. Digital Editions: Multiple Copy Business Sales**

Another new category of circulation, this will enable the reporting of Digital Edition copies that are purchased by third parties (such as hotels and airlines) and provided free to the consumer.

You may claim a copy in this category if it has been both paid for by a third party and the consumer has viewed an issue of the publication. As the claim is based on copies actively opened, there is no requirement to provide the consumer's email address and de-duplicate it against other circulation categories.

Copies will be analysed by audience type (as Multiple Copy Sales).

These services are likely to be provided via a third party digital platform provider who will provide the data and analytics required for the audit. Please contact your ABC Account Manager if you wish to discuss claiming these copies.

This category is available from the current Reporting Period (ending 31<sup>st</sup> December 2016).

## **Amendment**

Add new section

# **MULTIPLE COPY BUSINESS SALES (Digital Edition only)**

## **DEFINITION**

A Digital Edition copy that has been purchased by a third-party and viewed by a consumer.

## **PRINCIPLES**

- 1. Copy is purchased by a third-party**
- 2. Copy is viewed by the consumer**

## **REQUIREMENTS**

- 1. Copy is purchased by a third-party**
  - a) A third-party must pay the publisher at least minimum legal tender per copy (net) for the copies claimed
    - i) Where a third-party generates and provides the information on copies viewed for the claim then the requirement is that they must pay the publisher for the copies.
    - ii) When calculating what price has been paid by the third party you must take into account:
      - o Any reciprocal payments made by the publisher
      - o Any reciprocal charges for goods or services made by the third-party as part of the deal (for example: for distribution or marketing).
      - o The value of any other goods or services provided free or discounted by the publisher (for example advertising or promotional messages).
  - b) You must be able to provide evidence of the contractual arrangements between third parties and the publisher to measure, report and pay the publisher for the copies viewed.
- 2. Copy is viewed by the consumer**
  - a) Copies can only be claimed if they have been viewed by a consumer. This will be demonstrated by meeting at least the definition of a Publication Active View (a single copy of a publication actively opened by a device for viewing. See full definition\*).

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- b) Only one view per device per issue can be claimed.
- c) There is no requirement to de-duplicate it against other circulation categories.
- d) You cannot claim back issues.

\*Publication Active View:

1. Definition: A single copy of a publication actively opened by a device for viewing.
2. Principles:
  - a. A minimum of one page of an issue opened/served on/to a device.
  - b. Distinct action/event by the end user to view.  
Note: a single action/request which results in both the content being downloaded/made available and the automatic opening of a page of the publication is not considered a distinct action/event. A further distinct action would be required such as opening a second page.
  - c. The view request must be on an issue by issue basis.

Note: A device may make a number of active views of an issue, either together or at different times. Only one active view per device per issue can be claimed and reported.

## REPORTING

Multiple Copy Business Sales will be reported as a single total average per issue over the Reporting Period, broken out as follows:

1. By geographical type:
  - a) United Kingdom and Republic of Ireland
  - b) Other Countries
2. As an option by the following categories according to the audience type:
  - a) Airside & International Rail
  - b) Hotels
  - c) Trains
  - d) Sports Events
  - e) Leisure Centres
  - f) Food/Beverage Outlets
  - g) Other/Not Analysed

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### **3. Multiple Copy Sales – Optional analysis**

This change gives you the option to report additional detail about your Multiple Copy Sales claim. Evidence supporting the information reported must be available for audit.

#### **Amendment**

Add shaded text as follows:

### **MULTIPLE COPY SALES [EXTRACT]**

...

#### **REPORTING**

You will report multiple copy sales as follows, which will be broken out on the ABC Certificate:

1. By geographical type:
    - a) United Kingdom and Republic of Ireland
    - b) Other Countries
  
  2. By total average multiple copy sale over the period
  
  3. By total average multiple copy sale analysed by the following categories according to consumer type:
    - a) Airside & International Rail
    - b) Hotels
    - c) Trains
    - d) Other Publication Insert
    - e) Voucher Redemption
    - f) Sports Events
    - g) Leisure Centres
    - h) Food/Beverage Outlets
    - i) Others.
  
  4. You may optionally report additional detail about your multiple copy sales claim.
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## **4. Multi-Platform: Event Audience**

This metric enables you to report a simple event audience figure on your Multi-Platform certificate/report.

The attendance figure will comprise people that have attended, whether paying or free, with them being counted once on each day they attend.

### **Amendment**

New section added to the Multi-Platform Standards as follows:

## **EVENT AUDIENCE**

### **DEFINITION**

Total attendance at an event.

### **PRINCIPLES**

- 1. The event must be eligible to report under the Reporting Standards**
- 2. Individuals have attended the event**
- 3. Evidence to support the claim must be retained and made available for a minimum period**

### **REQUIREMENTS**

- 1. The event must be eligible to report under the Reporting Standards**
  - a) Entry to the event is controlled in a manner that records attendance and enables it to be verified in accordance with these Reporting Standards.
- 2. Individuals have attended the event**
  - a) Attendance can be claimed once for each person attending the event on each day of the event that you have auditable evidence they attended.
- 3. Evidence to support the claim must be retained and made available for a minimum period**
  - a) You must retain and be able to provide:
    - i. Evidence supporting the number of attendees claimed e.g. payment details, registration details, scan on entry etc., including:
      - In the case of paid entry ticket payment records

- In the case of free entry minimum contact details for attendees must be captured as follows:
  - o Name (first name and last name)
  - o Either email address or postal address (for de-duplication purposes within each day, one address contact method must be collected consistently across all records).
- ii. Any other records relevant to the claim.
- b) Records supporting the claim must be retained until we have completed the audit of the certificate for the subsequent event unless we agree otherwise. There is an exception for registration documents, tickets and vouchers collected in paper form if used, which may be disposed of once we have confirmed the audit is complete.

## REPORTING

You will report Event Audience as follows, which will be reported on the ABC Multi-Platform Certificate/Report for each occurrence of the event:

1. The event name, date(s) and venue
  2. As a minimum the Event Audience (being the sum of each days' attendance)
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