



September 2016

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ABC Business Magazines Reporting Standards (UK)

Changes have been agreed to the ABC Business 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 website 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, Alden Arnold (alden.arnold@abc.org.uk), Marcus Pathan (marcus.pathan@abc.org.uk), any member of the ABC team or the [ABC Business Media Reporting Standards Group](#).

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 2. Event audience: The reporting of an attendance figure on an ABC Multi-Platform Certificate
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Setting the standard



1. Optional Analyses

This change allows the media owner, with ABC's agreement, to include additional optional analyses on their ABC Certificate.

The analyses must be either derived from data on the certificate or of data closely connected with it. An example would be additional information about the products included in paid subscription bundles and/or the bundle prices.

ABC will review the information and confirm if it can be audited and reported or not, together with any additional costs.

Amendment

Shaded text below shows new text added

REPORTED DATA [extract]

6. Optional analyses

- a) You may request to report additional analyses, derived from (or closely connected with) data reported on the certificate, subject to the following:
 - i) The data to be reported on the certificate is, in our opinion:
 - o Auditable
 - o Related to the product being certified
 - o Albeit reporting different information, is in keeping with the requirements for data and evidence in relation to existing relevant Reporting Standards. *For example: If the breakout is an analysis of subscription bundles, we would expect the evidence levels to be in line with that already in place for subscriptions.*
 - ii) We will review the request and confirm whether we agree it can be reported, how it will be reported and any requirements in relation to the audit timing or process.

Note: There may be additional costs associated with the preparation of the certificate and audit of the additional data.

2. Event Audience (Multi-Platform Certificate/Report)

This change offers media owners the ability to report a simple event audience figure on their 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)

3. Awards Seat Sales (Multi-Platform Certificate/Report)

This new metric allows media owners to report seat sales for Awards events on the Multi-Platform Certificate/Report, where further details of attendees are not available.

The information reported will include details of the Awards event, number of seats purchased and the number of purchasers.

Setting the standard



Amendment

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

AWARDS SEAT SALES

DEFINITION

Seats purchased by a third party for an Awards.

PRINCIPLES

- 1. Seats are purchased by a third party from the Awards organiser (or their agent)**

REQUIREMENTS

- 1. Seats are purchased by a third party from the Awards organiser (or their agent)**

- a. You must be able to provide evidence of the number of seats purchased and the number of purchasers for the Awards.

REPORTING

You will report Award Seat Sales as follows, which will be reported on the ABC Multi-Platform Certificate or Report:

1. By Award, including name(s) and date(s)
2. By number of seats sold
3. By number of third party purchasers

In addition you may optionally report the aggregated data of separate Awards included on the Multi-Platform Certificate/Report. The information will include:

1. Name of the aggregated Awards (this should reasonably reflect the constituent awards)
2. Aggregated number of seats sold
3. Aggregated number of third party purchasers

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4. Reporting of Social Media (Multi-Platform Certificate/Report)

Currently the publisher must report two mandatory metrics:

- The metric count on the last working day of each month covered by the certificate/report
- The average of the metric counts on the last working day of each month

In order to simplify the reporting, the above metrics are now optional and there is just one mandatory metric, which is:

- The metric count for the last working day of the last month covered by the certificate/report
E.g. Jan-June certificate reports last working day in June

Amendment

Shaded text below shows next text added and struck-through text has been removed:

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. This will include:
 - i) The particular Social Media metric(s) to be certified
 - ii) The specific product to be certified. *For example by URL*
2. **Social Media metric(s) reported separately**
 - a) The Social Media metric count will be that recorded on the last working day of ~~each~~ a month. The audit will not verify the authenticity of the original source data included in the count.

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- b) Data for different products or Social Media will not be aggregated
- c) Social Media metrics will be reported on an ABC Multi-Platform Certificate

REPORTING

You will report Social Media as follows, which will be reported on the ABC Multi-Platform Certificate/Report:

1. By each specific product showing:

- a) The URL (or if not available the name identifying the product). *For example: http://twitter.com/ABC_UK, ABC Today App*
- b) The Social Media type. *For example: Facebook, Line*
- c) The Social Media metric. *For example: Facebook Likes, Twitter Followers*
- d) The metric count.

2. As a minimum, the metric count on the last working day of the last month covered by the Certificate.

3. As an option:

- a) By metric count on the last working day of each month covered by the Certificate.

And/or

- b) The average of the metric counts on the last working day of each month covered by the Certificate.

Note: If you are reporting a particular Social Media metric for the first time this may commence part way through the period covered by the certificate.