



Setting the standard

Executive Summary

Reporting Standards

Brand Reports (formerly Multi-Platform)

Version 1 2017

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Introduction:

This is an executive summary of the Reporting Standards for Brand Reports.

For those who do not need a detailed knowledge of all the requirements, such as auditors and circulation staff, it highlights the definition and principles for each circulation type. If you do need a more detailed version then please visit www.abcstandards.org.uk where you can access the online interactive version or download a copy.

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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**
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EVENT TICKET SALES

DEFINITION

Single tickets purchased by a third party that allow entry to a specific event.

PRINCIPLES

1. **Single tickets are purchased by a third party from the publisher (or their agent)**
 2. **The price paid for the ticket by the purchaser must be clear and conspicuous**
 3. **Reported by rate, comparing price paid with the standard rate**
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EVENT AUDIENCE

[Available for Business Media, Consumer Magazine, Regional Publication and ROI sectors]

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**
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AWARDS SEAT SALES

[Available for Business Media and ROI sectors]

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)
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DIGITAL PRODUCTS - SINGLE SALES

DEFINITION

A single Digital Product purchased by a consumer.

PRINCIPLES

1. The single Digital Product is purchased by the consumer
 2. The price paid for the Digital Product must be clear and conspicuous
 3. The Digital Product must be defined
 4. Reported by average price
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TALKING PUBLICATIONS

[Not available for National Newspaper sector]

DEFINITION

A single copy of an issue of a Talking Publication (a publication recorded onto physical storage media) that is distributed to a known individual. *Examples of physical storage media include cassette tape, CD, USB memory stick.*

PRINCIPLES

1. Single copy per issue, distributed to a known individual
 2. Individual has opted to receive the talking publication
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DIGITAL PRODUCTS – SUBSCRIPTION LICENCE SALES

[Available for Business Media and ROI sectors only]

DEFINITION

A single Digital Product purchased by a third party subscriber or licensee, to grant access to one or more of their users, for a contracted period.

PRINCIPLES

1. **The single Digital Product is purchased by a third party subscriber or licensee**
 2. **The Digital product must be defined**
 3. **Reported by average price**
 4. **You may report optional metrics**
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