



Saxon House
211 High Street
Berkhamsted
Hertfordshire HP4 1AD

+44 (0)1442 870800
www.abc.org.uk

May 2014

ABC – Republic of Ireland Paid Newspaper Reporting Standards

Changes have been agreed to the ABC Republic of Ireland Paid Newspaper Reporting Standards.

The latest Reporting Standards – 2014 Version 2 – incorporate these changes and are available to download from the ABC website www.abcstandards.org.uk.

Contents

1. Identification of Audit Issue (clarification)
2. Reporting Periods (clarification)
3. Digital Editions – Optional metric (Publication Active Views)
4. Talking Publications (Multi-Platform Certificates/Reports)

1. Identification of Audit Issue

This is a clarification of an existing requirement. Where the Audit Issue (designated for record keeping or reporting purposes) is identified with reference to being the one distributed nearest to a particular date then occasionally two issues may be equidistant from the date, leading to uncertainty over which issue is the Audit Issue.

This change clarifies that in such cases the media owner may choose either of the issues, denoted by shaded text being added as follows:

GENERAL PRINCIPLES AND RECORD KEEPING

5. There is a designated Audit Issue [extract]

- c) For monthly Reporting Periods the Audit Issue is the issue distributed nearest to the 21st of the month.
 - i. Where this issue was either not published or excluded under the exclusion rules then the previous claimed issue will be the Audit Issue.
 - ii. If two issues are equidistant from this date then you may choose either as the Audit Issue.

Setting the standard



- d) For any other Reporting Periods the Audit Issue is the issue distributed nearest to the first day of the last month in the Reporting Period, which also falls within the Reporting Period.

- i. If two issues are equidistant from this date then you may choose either as the Audit Issue.

2. Reporting Periods

This is a clarification of existing requirements, relating to when publications first register with ABC:

Shaded text will be added as follows:

REPORTING PERIODS [extract]

1. You must report a continuous series of Reporting Periods on a mandatory frequency

- a. Once we have issued a publication's first ABC Certificate for a mandatory reporting period we must continue to issue Certificates for subsequent consecutive mandatory Reporting Periods (i.e. so there is no gap in certification) while the publication remains registered.

...

2. You can report optional shorter Reporting Periods

- a. Optional Reporting Periods are whole months or any number of whole months in addition to mandatory Reporting Periods...
- b. For newly registered publications only:
 - i) You can report single issues until the start of the next month.
 - ii) You can report one or more consecutive optional Reporting Periods. I.e. there is no gap in certification) before reporting your first mandatory Reporting Period.

3. Digital Editions – Optional metric (Publication Active Views)

You can optionally report Publication Active Views (as defined in the Digital Publication Reporting Standards) on the Paid Newspaper certificate.

The Digital Editions rules have been amended as shown by shading (new text):

DIGITAL EDITIONS

REQUIREMENTS [extract]

7. Optional metrics/breakdowns can be reported

- a) You may make a statement on the Certificate of the average number of additional digital edition copies per issue that have been paid for or requested free (where applicable) by individuals, but which are not included in the ABC claim because a print copy to those individuals has been claimed. Note: Only one additional digital edition copy per issue per individual can be claimed.
- b) You may report a breakdown of Digital Editions by browser, device or other identifiable and auditable metric.
- c) You may report, in addition to circulation, Publication Active Views for the Digital Edition. The definition and requirements for Publication Active View are detailed in the ABC Digital Publication Reporting Standards.

4. Talking Publications (Multi-Platform Certificates/Reports)

You can now report Talking Publications on a product's ABC Multi-Platform Certificate. A Talking Publication is defined as 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. Please follow [this link](#) for more details.

These changes were reviewed and approved by the Irish (ROI) Council. If you would like the Council to review any current reporting standard, or to consider any area where they may need development, please contact your ABC Account Manager Lynn Kendrick (lynn.kendrick@abc.org.uk).