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ABC – Republic of Ireland Paid Newspaper & Free Letterbox Delivery Reporting Standards

Changes have been agreed to the ABC Republic of Ireland Reporting Standards for Paid Newspapers and Free Letterbox Delivery

The latest Reporting Standards – 2016 Version 2 – incorporate these changes and are available to download from the ABC 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, Jo Bland (jo.bland@abc.org.uk), any member of the ABC team or the [Irish \(ROI\) Council](#).

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Setting the standard



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Paid Newspapers

1. Digital Editions - Inclusion of social media feeds, news & video feeds, updating of editorial (effective immediately)

The following changes allow greater flexibility to the existing requirements on the content of a Digital Edition compared to its print parent:

1. The requirement that, as a principle, a Digital Edition must remain inert after publication has been removed.
2. You are allowed to include live social media feeds, news and video feeds within the Digital Edition. These will be ignored for editorial change requirements
3. You are allowed to update editorial once the Digital Edition has been published, as long as at least 75% of the editorial from the print parent is present at any point in the Digital Edition.

Amendments

Shaded text below shows new text added and struck-through text has been removed.

DIGITAL EDITIONS [extract]

Definition

A digital edition is an edition of the print publication published electronically as a unit ~~which once published is, as a principle, inert (i.e. does not change).~~

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2. Digital Edition is sufficiently similar to be considered the same product as the print parent edition

- a) A Digital Edition must be identified as an edition of a publication reported on the ABC Certificate (the Parent Edition). This means it must carry a logotype/masthead incorporating the generic name of the Parent Edition and be consistent with the general appearance of the Parent Edition.
- b) A Digital Edition is published electronically as a unit ~~and once published is, as a principle inert.~~
- c) It may be reformatted to suit the different delivery medium. *For example: changes in page size or order.*

d) Editorial or advertising may include electronic enhancements or be adapted to take advantage of the medium. *For example: pictures replaced with video*

e) Compared to the print parent edition, you can change editorial content, providing at any point in time:

i) A minimum of about 75% of the editorial in the print parent edition is present in the Digital Edition. ~~You can reduce the editorial by up to about 5%.~~

ii) ~~You can publish~~ Additional editorial, not in the print edition, can be added to in the digital edition up to about 25% of the total editorial by volume in the print edition.

You must declare editorial changes when submitting your claim to ABC and be able to demonstrate they fall within the permitted parameters.

f) A Digital Edition may include live social media feeds, news feeds and/or video feeds. These will be ignored in relation to the editorial change requirements.

fg) A Digital Edition must carry all of the ROP (not classified) advertisements (by number and advertisers) that appear in the parent edition unless agreed otherwise with the advertiser/agency.

gh) You can sell advertisements for inclusion in the digital edition only.

hi) If editorial or advertising renders the digital edition illegal for publication the specific advertising/editorial may be removed. In this instance you can ignore the relevant editorial/advertising from your calculations of changes.

ij) Digital Editions and their parent edition must be published on or about a common distribution date.

2. Multiple Copy Sales – claiming copies outside UK and ROI (effective from periods ending June 2016)

The rules currently only permit Multiple Copy Sales in UK and ROI to be claimed. This change means you can claim Multiple Copy Sales in other countries in your ABC figures, with breakouts in reporting for transparency.

Amendments

Shaded text below shows new text added and struck-through text has been removed.

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 analysed as one figure.~~

12. By total average multiple copy sale over the period, analysed by geographical type:

a) Republic of Ireland and United Kingdom

b) Other countries

23. 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.

34. A breakdown of total average multiple copy sales into total average short-term and total average non short-term multiple copy sales (short-term as defined above).

45. An analysis of the total short-term multiple copy sales by issue, showing the issue cover date/identification, ~~and quantity~~ and country of distribution.

Free Letterbox Delivery

3. Free Letterbox Delivery – clarification back issues cannot be claimed (effective immediately)

It is clarified that back issues cannot be claimed in the Free Letterbox Delivery category.

Amendment

Shaded text below has been added.

FREE LETTERBOX DELIVERY [extract]

3. **Copies are delivered to round level intended for onward distribution as single copies through letterboxes in the round.**

...

- e) You cannot claim distribution of back issues.