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## ABC Reporting Standards changes

Changes have been agreed to the ABC Republic of Ireland Reporting Standards for Consumer Magazines, Business Magazines and Multi-Platform Certificates (available to all ROI sectors).

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

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## Contents

### Consumer Magazines

#### 1. **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.

### Business Magazines

#### 2. **Optional analyses:**

You may choose to report additional information on the ABC Business Magazine certificate.

### Multi-Platform Certificates (all sectors)

#### 3. **Event audience**

A new metric to enable you to report an event's attendance on a Multi-Platform Certificate.

#### 4. **Awards Seat Sales**

A new metric to enable you to report Awards Seat Sales on a Multi-Platform certificate.

Setting the standard



## **Consumer Magazines**

### **1. 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. Effective from periods ending December 2016.

#### **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. 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).
5. An analysis of the total short-term multiple copy sales by issue, showing the issue cover date/identification and quantity.
6. You may optionally report additional detail about your multiple copy sales claim.

## **Business Magazines**

### **2. 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.

## **Multi-Platform Certificates/Reports (available to all ROI sectors)**

### **3. Event Audience**

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)

## **4. Awards Seat Sales**

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.

### **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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