



July 2020

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ABC Regional Publications Reporting Standards

The following changes have been agreed to the Reporting Standards for Regional Publications.

Summary

1. Coronavirus – end of temporary variations to Standards from August 2020 period

Subject to any significant unforeseen circumstances in the interim, the temporary standards variations will revert to 'normal' from **Monday 3rd August**.

2. Digital Editions - free

Free Digital Edition copies can now be included under the Free Requested Delivered Copies category where distribution is demonstrated by the active opening of the copy. This is an alternative to the existing method of emailed notifications alerting individuals to the availability of each Digital issue.

3. Digital Editions – Paid (All You Can Read Sales)

A new category for Digital Edition copies where the consumer has paid and viewed a copy as part of a multi-publication offer. This category is reported under 'Paid Subscriptions' and is available from reporting periods ending August 2020.

You can find more details and the text of the changes on the following pages. The latest Reporting Standards can be viewed or downloaded from our [website](#).

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, [Lynn Kendrick](#) or info@abc.org.uk.

trust in media

1. Coronavirus: end of temporary variations to Standards from August 2020 period

Subject to any significant unforeseen circumstances in the interim, the temporary standards variations will revert to 'normal' from **Monday 3rd August**.

This means:

1. For issues distributed from Monday 3rd August, the withdrawal of the temporary variations relating to reporting of new digital platforms, where the available evidence or metric is not compliant.
2. For issues distributed from Monday 3rd August, the resumption of the need to notify ABC of commencing free pick up or letterbox distribution.
3. For issues distributed from Monday 3rd August, digital editions can only be reported on a Regional Publication certificate if there is a print parent.
4. Publishers reporting for the periods July to December 2020 and January to December 2020 will still be able to report issues up to Sunday 2nd August on a separate COVID-19 certificate. Publishers reporting monthly will revert to normal monthly reporting from the August 2020 data, which is issued in September.
5. For the avoidance of doubt all normal and COVID-19 certificates for 2020 will have the facility for publishers to include statements regarding changes to their products or circulation due to the pandemic.

2. Digital Editions - free

Free Digital Edition copies can now be included under the Free Requested Delivered Copies category where distribution is demonstrated by the active opening of the copy. This is an alternative to the existing method of emailed notifications alerting individuals to the availability of each Digital issue.

Amendment

Add new text as denoted by shading.

DIGITAL EDITIONS [extract]

5. Digital Edition copies must meet requirements of the relevant print category except where varied by this section

c) If an individual receives the Digital Edition free, copies may be claimed via either of the following methods:

i) Notification method:

- You must capture their name and email address.
- You can only claim one Digital Edition copy per individual.
- You cannot claim the copy if you have provided a paid or free print copy to the same individual (where known).
- You must be able to demonstrate the copy is distributed to the individual. *For example: by providing evidence that an email alert has been sent to the individual informing them that the issue is available for view/download.*
- Recipients may be contacted as part of the audit process.

ii) Actively opened method:

- Evidence of delivery to identifiable individuals must be demonstrated by the measurement of active openings of the copy
- The delivery process/database must have a mechanism to minimise the risk of significant duplicates to the same individual within the distribution method
- The auditor must have access to verify the claim in relation to the delivery process/database and measurement of active openings

3. Digital Editions – Paid (All You Can Read Sales)

A new category for Digital Edition copies where the consumer has paid and viewed a copy as part of a multi-publication offer. This category is reported under 'Paid Subscriptions' and is available from reporting periods ending August 2020.

Amendment

Add new category as shown below.

PAID SUBSCRIPTIONS

All You Can Read Sales (Digital Edition only)

DEFINITION

A Digital Edition copy that a consumer has purchased and viewed as part of a multi-publication package.

PRINCIPLES

1. **Copy is paid for and viewed by the consumer**
2. **There must be a contractual arrangement between any third-party intermediaries/sellers and the publisher to purchase the copies**

REQUIREMENTS

1. **Copy is paid for and viewed by the consumer**
 - a) The consumer has paid for the right to view the copy as part of a multi-publication package. Note: Although the consumer may subscribe to the multi-publication package for a contracted period, the copies are not treated as subscriptions but claimed on a single-issue basis when viewed.
 - b) Copies can only be claimed if they have been viewed by a consumer. This will be demonstrated by meeting at least the definition of a Publication Active View (a single copy of a publication actively opened by a device for viewing. See full definition*).
 - c) Only one view per device per issue can be claimed.
 - d) There is no requirement to de-duplicate it against other circulation categories.
 - e) You cannot claim back issues

*Publication Active View:

1. Definition: A single copy of a publication actively opened by a device for viewing.
2. Principles
 - a. A minimum of one page of an issue opened/served on/to a device.

- b. Distinct action/event by the end user to view.
- c. The view request must be on an issue by issue basis.

Note: a single action/request which results in both the content being downloaded/made available and the automatic opening of a page of the publication is not considered a distinct action/event. A further distinct action would be required such as opening a second page.

2. There must be a contractual arrangement between any third-party intermediaries/sellers and the publisher to purchase the copies

- a) Where third-parties are used you must be able to provide:
 - i) Evidence of payment to the publisher and between any other intermediaries for the copies claimed
 - ii) Evidence of the contractual arrangements between the publisher and any other intermediaries to measure, report and pay publisher for the copies claimed.

REPORTING

| Mandatory | Optional |
|--|--|
| Average Single Copy Subscriptions per issue for the period [reported as Paid Subscription Copies] analysed by: <ul style="list-style-type: none"> i) Print ii) Digital Edition | Breakout copies into: <ul style="list-style-type: none"> (i) Single Copy Subscriptions, comprising: <ul style="list-style-type: none"> - Single Copy Subscriptions - Paid Employee Copies - Publisher Controlled Direct Delivery (print only) (ii) Voucher Subscriptions (print only) (iii) All You Can Read Sales (digital only) (iv) Multiple Subscriptions (print only) (v) Corporate Subscriptions (Digital Edition only) |