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ABC Bulk Distribution Reporting Standards

This document details changes that has been agreed to the Reporting Standards for ABC Bulk Distribution. You can view the updated ABC Reporting Standards on 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, Andy Flint (andy.flint@abc.org.uk) or any member of the ABC team.

Contents

1. Digital Editions – content and format changes

The allowable content changes between a print parent edition and its digital edition is brought into line with other sectors (minimum 75% of print edition editorial appearing in the digital edition, social media feeds, news feeds and/or video feeds not forming part of change in editorial assessment).

2. Free Digital Edition Copies

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. Paid Digital Edition Copies - 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.

The changes to the Standards are detailed below.

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).~~

PRINCIPLES

1. **Prior notification of Digital Edition claims and plans are required**
2. **A Digital Edition is sufficiently similar to be considered the same product as the print parent edition**
3. **Digital Edition copies are opted in**
4. **A Digital Edition is published and available to the consumer**
5. **Digital Edition copies must meet requirements of the relevant print category except where varied by this section**
6. **Reported by rate, comparing price paid with the print copy price**
7. **Optional metrics/breakdowns can be reported**

REQUIREMENTS

1. **Prior notification of Digital Edition claims and plans are required**
 - a) Digital Edition claims must be audited by ABC Staff Auditors.
 - b) You must register your intention to claim in advance of the publication of the issues as part of the audit is carried out during the reporting period.
 - c) You must provide planned distribution dates in advance and notify us of any changes.
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) ~~You can reduce the editorial by up to about 5%. A minimum of about 75% of the editorial in the print parent edition is present in the Digital Edition.~~
 - ii) ~~You can publish additional editorial in the digital edition, up to about 25%. Additional editorial, not in the print edition, can be added to 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.

3. Digital Edition copies are opted in

- a) The individual must have either specifically purchased the Digital Edition, or requested to receive/view it.

4. A Digital Edition is published and available to the consumer

- a) You must provide ABC with free access to the digital edition for every issue.

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

- a) Digital Edition copies can be claimed only for specified circulation categories depending on the sector. The requirements of those categories in relation to print copies apply to Digital Edition copies except as varied by this section.
- b) In relation to all paid categories you must be able to demonstrate the copy has been sold and at what price.
- c) If the purchaser pays less than 20% of the UK print copy price or it is received free, 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, postal address 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

iii) For Corporate Subscription Digital Editions:

- There must be a contractual arrangement between the purchaser (a third-party employer) and the publisher for at least two issues.
- The copies are purchased by the third-party employer for its employees.
- The claimed quantity must be restricted to those employees that have personally opted to receive/view the Digital Edition. *For example: A company takes out a subscription for each of its 100 employees. If only 40 of those employees personally register to receive/view the digital edition then only those 40 copies may be included on the ABC Certificate.*

- ~~d) If the purchaser pays at least 20% of the UK print copy price then there is no requirement to provide details of the purchaser.~~
- ~~e) In relation to free Digital Edition copies (where applicable):~~
 - ~~i) You must send an email alert to the individual informing them that the issue is available for view/download.~~
 - ~~ii) You must exclude copies where the email alert generates a Hard Bounceback measured at least 24 hours after the email was sent. A Hard Bounceback is where an NDN (Non-Delivery Notice) such as an SMTP 550 error or other hard bounceback error message is received.~~
 - ~~iii) You must be able to provide evidence of the emails sent and Hard Bouncebacks received.~~
 - ~~iv) Recipients may be contacted as part of the audit process.~~
- fe) You must retain and supply us on an issue by issue basis (or as otherwise agreed) a list of individual recipients for each issue (the 'Total Distribution List' (TDL)) which includes details of all the recipients of individually distributed print copies and all free Digital Edition copies (other than those purchased for 20% or more of the UK print copy price). We must be able to identify the circulation category/type each copy is claimed in. This list should exclude:**
 - i) Duplicate records (i.e. each individual on the list can only be claimed once - the print copy takes precedence).
 - ii) Individuals where Hard Bouncebacks have arisen from email notifications for free Digital Editions.
- gf) You must supply us the claim for Digital Edition copies on an issue by issue basis (or as otherwise agreed).**

REPORTING

You will report total average Digital Edition copies and total Digital Edition copies for the selected normal issue as follows, which will be broken out on the ABC Certificate:

1. By geographical type:
 - a) United Kingdom and Republic of Ireland as one figure.
2. By circulation type:
 - a) As for print copies, in the same rate bands, but separate to print copies (i.e. not combined or in the total average circulation figure):
 - i) Single copy sales
 - ii) Single Copy Subscription Sales
 - iii) Free Requested Delivered Copies
 - b) Digital Edition specific:
 - i) All You Can Read Sales
 - ii) Corporate Digital Edition subscriptions

New category:

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

You will report All You Can Read Sales as follows, which will be broken out on the ABC Certificate:

1. By geographical type:
 - a) United Kingdom and Republic of Ireland as one figure.
2. By total average All You Can Read Sales per issue over the period.
3. By total All You Can Read Sales for the selected normal issue.