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ABC Reporting Standards change

This document details a change that has been agreed to the Reporting Standards for National Newspapers. 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 ABC's Commercial Director, Jan Pitt (jan.pitt@abc.org.uk) or any member of the ABC team.

Multiple Copy Business Sales (Digital only) - effective immediately

A Paid Multiple Copy Business Sale is a digital copy that has been purchased by a third-party and viewed by a consumer.

- **Previous requirement:** Only current issues can be claimed.
- **New requirement:** You may now claim back issues up to 12 months old, reported against the issue current at the time it is viewed.

This change aligns this category's treatment of back issues with that for All You Can Read Sales, both of which are typically handled by the same digital suppliers.

The Reporting Standards change is shown below. Shading denotes text added, strikethrough text deleted:

2. Copy is viewed by the consumer

- a) 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*).
- b) Only one view per device per issue can be claimed
- c) There is no requirement to de-duplicate it against other circulation categories
- d) ~~You cannot claim back issues.~~ Back issues up to 12 months old can be claimed against the issue current at the time it is viewed.