

Reporting Standards

Digital Products – Single Sales



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trust in media

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INTRODUCTION

This document contains the Reporting Standards for Digital Products – Single Sales.

The PDF versions of the Reporting Standards are issued at a certain point in time. As Reporting Standards are updated periodically, please check the website <https://www.abc.org.uk/reporting-standards> to ensure you are using the latest applicable standards.

Each section of the Reporting Standards may contain the following:

- Definition
- Principles
- Requirements
- Reporting
- Guidance

If you are after a quick understanding of the key points of any section then the definition and principles will provide an overview.

The guidance sections provide examples of how the requirements might be complied with. We will add to or amend these over time where we consider there may be a benefit following the identification of specific circumstances or requests for advice.

If you have any queries regarding how the Reporting Standards affect you or any specific queries please contact the ABC Client Services team on 01442 870 800 or email info@abc.org.uk

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DIGITAL PRODUCTS – SINGLE SALES

DEFINITION

A single Digital Product purchased by a consumer. *Note: These standards are not intended for publications, which should be reported to the appropriate publication Reporting Standards.*

PRINCIPLES

1. **The single Digital Product is purchased by the consumer**
2. **The price paid for the Digital Product must be clear and conspicuous**
3. **The Digital Product must be defined**
4. **You may additionally report optional metrics**
5. **Evidence to support the claim must be retained and made available for a minimum period**

REQUIREMENTS

1. **The single Digital Product is purchased by the consumer**
 - a) There must be a contractual arrangement between the publisher and the purchaser.
 - b) You must be able to provide evidence of each sale claimed and the price paid.
 - c) Digital Product claims must be audited by ABC Staff Auditors.
 - d) You must provide ABC with free access to any Digital Product claimed.
2. **The price paid for the Digital Product must be clear and conspicuous**

No additional requirements
3. **The Digital Product must be defined**
 - a) By product name.
 - b) By a product type/description that appropriately describes the product certified. *For example: an app or a game*
4. **You may additionally report optional metrics**
 - a) If you wish to report optional analyses or breakouts, please discuss this with us, so we can review the additional evidence and audit work involved. *Examples may include information regarding price paid or the purchasers.*
 - b) You may optionally report by average price:
 - i) The standard rate will be the standard undiscounted price for the Digital Product.
 - ii) In calculating the price paid for the Digital Product sales you will take into account the following:
 - o You can ignore the value (or perceived value) of any gifts, or other incentives (including bundled publications or media products that are not claimed for ABC purposes). However cash reimbursements to the consumer must be taken into account (excluding limited low chance lottery style promotions).

- If a promotion includes a gift or product that is being claimed for ABC purposes (for example a bundled copy of a publication or access to a paid website) then the price paid must be allocated according to the following, moving down the list until one can be applied:
 - According to the specific terms of the offer.
 - Where specific terms are not clear, by pro-rating the price according to the relative prices of the ABC claimed products.
 - Where the specific terms are not clear and in the absence of a means of pro-rating the price paid, it should be divided equally between the number of ABC claimed products included in the sale.

5. Evidence to support the claim must be retained and made available for a minimum period

- a) For all Digital Products reported, you must be able to provide any records relevant to the claim, including those necessary to support any optional metrics or analyses reported.
- b) Records supporting the claim must be retained, and made available to us on request (in accordance with the ABC Byelaws), until we have completed the audit of the subsequent certificate, unless we agree otherwise.

REPORTING

You will report Digital Products – Single Sales as follows, which will be reported on the ABC Certificate:

1. By Digital Product, including name and product type/description. *For example Cycling News Route Planner - App*
2. By the total number of Single Sales claimed in the Reporting Period.
3. You may additionally report optional metrics.
4. You must report Digital Products – Single Copies for the relevant Reporting Period, which will be a whole calendar month or any combination of consecutive calendar months (up to a maximum of 12).
5. You may include two or more separate Digital Products on a single certificate (these can be from different brands):
 - a) They will be listed individually, with a figure for each.
 - b) They must each fall within the same Reporting Period, being a whole calendar month or any combination of consecutive calendar months (up to a maximum of 12).
6. All products will appear in the relevant data tables and reports. However, where you're reporting products to these Reporting Standards on an ABC Brand Report or Group Report, you may ask us to not publish the individual certificate(s).

GUIDANCE

None

RETURN FORM SUBMISSION, AUDIT, CERTIFICATION

DEFINITION

The Return Form is a submission in which the Digital Product claim is reported to ABC for certification. Each Digital Product claim is subject to audit.

PRINCIPLES

1. **A Return Form must be submitted for the registered product for every applicable Reporting Period**
2. **The Return Form must be submitted by the Submission Deadline**
3. **ABC will issue a Certificate based on the Return Form**
4. **Each claim is audited to verify it is in accordance with the applicable Reporting Standards**

REQUIREMENTS

1. **A Return Form must be submitted for every applicable Reporting Period**
 - a) You must submit a Return Form for the Reporting Period you have chosen to report. To remain registered we must ordinarily issue subsequent certificates at least once a year but please contact us if the product's frequency/availability is irregular.
 - b) We will advise you how to submit your Return Form and by when. *For example, online via the ABC return website. However, if you have not heard from us at the appropriate time please contact us.*
 - c) You will submit your Return Form to us, authorised by an appropriate individual representing your organisation.
 - d) Whilst our systems contain some arithmetic and logic validation processes, the accuracy of the Return Form remains your responsibility.
 - e) Estimates and assumptions must not be made on the Return Form unless the Reporting Standards allow for them, or we have authorised them.
2. **The Return Form must be submitted by the Submission Deadline**
 - a) We will inform you of the applicable Submission Deadline.
 - b) It is your responsibility to ensure Return Forms are submitted by the Submission Deadline. Failure to do so can result in a penalty and/or cancellation of your product's ABC registration under the ABC Byelaws.
3. **ABC will issue a Certificate based on the Return Form**
 - a) We will publish the certified data on our website subject to any timing criteria applicable to the sector. We may also make arrangements to provide our data to be published via commercial data providers and to those who subscribe to our data services.
 - b) We will confirm when your Digital Product figures will become publicly available, normally 5 working days after a draft Certificate has been sent to you.
4. **Each claim is audited to verify it is in accordance with the applicable Reporting Standards**
 - a) The audit must be carried out by ABC Staff Auditors.
 - b) Requirements in relation to the auditor and audits will be covered by the ABC Byelaws, ABC Audit Programmes and contractual arrangements.

- c) If following an audit we identify material problems with the Return Form or Certificate, then we will propose to revise the claim. If a Certificate has already been issued we will issue an updated certificate that identifies the changes. This replaces your original Certificate and must be used in its place. The process is as follows:
 - i) We will send you a letter detailing the reason/problem giving rise to the amendment.
 - ii) You will have 10 working days from the receipt of this letter to provide any further information to us, or object to the revision of the claim.
 - iii) If you wish to object to the revision of the claim you must do this in writing to the Director of Audit who will investigate and provide a decision within 10 working days. If the objection is to a decision by the Director of Audit or the Chief Executive then the first level of appeal will be in accordance with the Review Procedure detailed in the ABC Byelaws.
 - iv) Subsequent Certificates will not be issued until we have resolved all queries on a previous audit and issued the updated Certificate, if applicable.



Contact us

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