



Setting the standard

# Reporting Standards

## Brand Reports

Version 1 2019

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## INTRODUCTION

Any ABC certified product can be included on a Brand Report. However there are some ABC products/metrics which can only be reported on a Brand Report - these products/metrics, which are included in these Reporting Standards, are available to use for all ABC members unless a specific sector has decided otherwise.

In addition we have agreed with BARB, JICREG and RAJAR that some of their metrics may be included on a Brand Report.

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](mailto:info@abc.org.uk).

## SOCIAL MEDIA

### DEFINITION

The measurement of a product's defined Social Media metric(s).

### PRINCIPLES

1. **Prior notification of Social Media metric(s) details to ABC**
2. **Social Media metric(s) reported separately**

### REQUIREMENTS

1. **Prior notification of Social Media metric(s) details to ABC.**
  - a) You must obtain ABC's agreement in advance that your Social Media metric(s) is/are capable of being recorded and checked. This will include:
    - i) The particular Social Media metric(s) to be certified
    - ii) The specific product to be certified. *For example by URL*
2. **Social Media metric(s) reported separately**
  - a) The Social Media metric count will be that recorded on the last working day of a month. The audit will not verify the authenticity of the original source data included in the count.
  - b) Data for different products or Social Media will not be aggregated
  - c) Social media metrics will be reported on an ABC Brand Report

### REPORTING

You will report Social Media as follows, which will be reported on the Brand Report:

1. By each specific product showing:
  - a) The URL (or if not available the name identifying the product). *For example: [http://twitter.com/ABC\\_UK](http://twitter.com/ABC_UK), ABC Today App*
  - b) The Social Media type. *For example: Facebook, Line*
  - c) The Social Media metric. *For example: Facebook Likes, Twitter Followers*
  - d) The metric count.
2. As a minimum, the metric count on the last working day of the last month covered by the Certificate.
3. As an option:
  - a) By metric count on the last working day of each month covered by the Certificate.And/or
  - b) The average of the metric counts on the last working day of each month covered by the Certificate.

Note: If you are reporting a particular Social Media metric for the first time this may commence part way through the period covered by the certificate.

### GUIDANCE

#### G2. Social Media metric(s) reported separately

- a) We will need to access the reported Social Media product. The metric counts may be confirmed by simply viewing publicly available data or via the use of other technologies. We will agree in advance the process for submission of your claims to us and how we will confirm the metric count(s).

# EVENT TICKET SALES

## DEFINITION

Single tickets purchased by a third party that allow entry to a specific event.

## PRINCIPLES

1. **Single tickets are purchased by a third party from the publisher (or their agent)**
2. **The price paid for the ticket by the purchaser must be clear and conspicuous**
3. **Reported by rate, comparing price paid with the standard rate**

## REQUIREMENTS

1. **Single tickets are purchased by a third party from the publisher (or their agent)**
  - a) You must be able to provide evidence of the number of tickets purchased and the price per ticket for each transaction included in the total Event Ticket Sales for each event.
  - b) Up to a maximum of 6 tickets purchased in one transaction will be counted as single ticket sales (i.e. sales of 7 or more tickets cannot be claimed).
2. **The price paid for the ticket by the purchaser must be clear and conspicuous**
3. **Reported by rate, comparing price paid with the standard rate**
  - a) The standard rate will be the standard undiscounted ticket price for an individual entry ticket.

## REPORTING

You will report Event Ticket Sales as follows:

1. By event, including name and date(s).
2. By number of tickets sold
3. By rate band:
  - a) At Full (Standard) Rate
  - b) Below Full (Standard) Rate
4. The standard ticket rate for each event reported.

## GUIDANCE

None.

## EVENT AUDIENCE

[Available for Business Media, Consumer Magazine, Regional Publication & ROI sectors]

### 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 Brand 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)

# AWARDS SEAT SALES

[Available for Business Media & ROI sectors]

## 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 Brand 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 Brand 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

## DIGITAL PRODUCTS – SINGLE SALES

### DEFINITION

A single Digital Product purchased by a consumer.

### 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. **Reported by average price**

### 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. **Reported by average price**
  - a) The standard rate will be the standard undiscounted price for the Digital Product.
  - b) In calculating the price paid for the Digital Product sales you will take into account the following:
    - i) 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).
    - ii) 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.
  - b) The Reporting Period will be a whole calendar month or any combination of consecutive calendar months (up to a maximum of 12). Note: Any Reporting Period must fall within the period covered by the relevant Brand Report.



## **REPORTING**

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

1. The Reporting Period
2. By Digital Product, including name and product type/description. *For example Cycling News Route Planner - App*
3. By the total number of Single Sales claimed in the Reporting Period.
4. By the average price paid for the Single Sales in the Reporting Period.

## **GUIDANCE**

None

# TALKING PUBLICATIONS

[Not available for National Newspaper sector]

## DEFINITION

A single copy of an issue of a Talking Publication (a publication recorded onto physical storage media) that is distributed to a known individual. *Examples of physical storage media include cassette tape, CD, USB memory stick.*

## PRINCIPLES

1. **Single copy per issue, distributed to a known individual**
2. **Individual has opted to receive the talking publication**

## REQUIREMENTS

1. **Single copy per issue, distributed to a known individual**
  - a) You must be able to demonstrate the copy is distributed to the individual.
  - b) You must retain a list of individual recipients (including address details) for all copies claimed in the Reporting Period.
2. **Individual has opted to receive the Talking Publication**
  - a) The individual must have either specifically purchased the Talking Publication or requested to receive it free.
  - b) If it is purchased, the purchase by the consumer may be in cash or by other means agreed by ABC in writing.
  - c) If it is a free request you must have third party evidence that the individual has, within the last three years, made a clear request to receive the Talking Publication before you send it to them.

## REPORTING

You will report Talking Publications as follows, which will be reported on the Brand Report:

1. The Talking Publication product, including name/identifier.
2. The number of issues in the Reporting Period.
3. By rate band – paid or free.
4. By total average circulation per issue over the Reporting Period.

## GUIDANCE

### G1. Single copy distributed to an individual

- a) Distribution evidence: This will usually be from a third party company whose normal business is single copy distribution (such as Royal Mail). Typically the evidence will include testing the payment of invoices and related advice notes sufficient to identify the publication, issue, quantities and date distributed.
- b) The physical storage medium sent to an individual may contain more than one issue of the Talking Publication or more than one Talking Publication providing this is auditable.

### 2. Individual has opted to receive the Talking Publication

- a) In relation to purchased copies, cash means legal tender notes and coins, cheque, credit/debit card, wireless payment systems.
- b) In the case of a free request to receive the Talking Publication:

- i) You must have third party evidence that the individual has, within the last three years, made a clear request to receive the publication before you send it to them. The following provide guidance and examples of acceptable methods of achieving this:
- o The requestor must have been asked and agreed, or they have stated, that they wish to receive a copy of the publication. Bear in mind you will need to be able to demonstrate this at audit. *For example using a question such as 'sign here to request a free copy of <publication name> or 'Complete this form to continue receiving this publication'.*
  - o There must be a clear separate request to receive the publication that is not combined with a request for another product or service. *For example: This means if the requestor is being offered the opportunity to request two or more publications, or register for an exhibition at the same time as requesting the publication, it should be clear to them that they can separately request to receive the publication(or not) with or without requesting or accepting the other product/service. You may use separate questions or separate boxes to make it clear what the individual is requesting in this scenario.*
  - o For a written or faxed request, the evidence could be demonstrated as third party by requiring the requestor to sign and date the form/request.
  - o For a request made over the telephone, by email or online, the following gives guidance and examples of how details could be demonstrated as third party:
    - Asking the requestor to provide their name and the answer to ABC's Personal Identifier Question (PIQ) - a memorable question set by ABC and changed each calendar year – details of the current PIQ can be found on the ABC website.
    - In the case of telephone requests, recording the telephone calls in a manner that can be made available for review at audit. If you would like our advice on whether a call recording system might be acceptable please contact us. Note: It remains your responsibility to comply with any legislation regarding the recording of telephone conversations.
    - It may help if a copy of the data captured via online or telephone campaigns is kept in its original state as once this data is entered or merged onto a main database the audit trail evidencing the collection of the data can be lost. You may also consider retaining invoices from external contractors evidencing the work carried out in this regard.
    - You are advised to retain copies of online forms/screenshots or telephone scripts to provide evidence of questions asked and responses recorded.

# DIGITAL PRODUCTS - SUBSCRIPTION LICENCE SALES

[Available for Business Media and ROI sectors only]

## DEFINITION

A single Digital Product purchased by a third party subscriber or licensee, to grant access to one or more of their users, for a contracted period.

## PRINCIPLES

1. **The single Digital Product is purchased by a third party subscriber or licensee**
2. **The Digital product must be defined**
3. **Reported by average price**
4. **You may report optional metrics**

## REQUIREMENTS

1. **The single Digital Product is purchased by a third party subscriber or licensee**
  - a) There must be a contractual arrangement between the publisher and the subscriber or licensee for a defined period.
  - b) A Subscription Licence Sale is defined as one transaction with a subscriber or licensee (granting access to the product for one or more users).
  - c) If sold as part of a bundle and the price paid for the Digital Product is not clear, a bundle sale must be reported separately from stand-alone sales of the Digital Product.
  - d) You must be able to provide evidence of each sale claimed, the number of users (if applicable), the contracted period and the price paid.
  - e) Digital Product claims must be audited by ABC Staff Auditors.
2. **The Digital product must be defined**
  - a) By product name.
  - b) By a product type/description that appropriately describes the product certified. *For example: restricted access website.*
3. **Reported by average price**
  - a) The Reporting Period will be a whole calendar month or any combination of consecutive calendar months (up to a maximum of 12). Note: Any Reporting Period must fall within the period covered by the relevant Brand Report.
4. **You may report optional metrics**
  - a) You may additionally report the number of users. The number of users reported for a particular Subscription Licence Sale may be either:
    - i) The number stated in the contract.
  - or
  - ii) Based on actual access/usage by the user(s). If using this method this must be based on unique activity and therefore be de-duplicated between users/browsers for each month.

## REPORTING

You will report Digital Products – Subscription Licence Sales as follows, which will be reported on the ABC Brand Report:

1. The Reporting Period.
2. By Digital Product, including name and product type/description. *For example: Business Magazine News, Online weekly magazine or website*
3. By the average number of Subscription Licence Sales and average price paid in the Reporting Period, calculated as follows:
  - a) Identify the number of Subscription Licence Sales that are live on the last day of each month in the Reporting Period and the total revenue for these Subscription Licence Sales.
  - b) Aggregate these and calculate the average number of Subscription Licence Sales and average price paid in the Reporting Period.
    - i) If you are reporting Subscription Licence Sales as being sold as part of a bundle (of 2 or more products) then you will report the average bundle price and a statement that the average is a bundle price will be included.
4. If opting to report them, the number of users associated with the Subscription Licence Sales reported, calculated using the same method detailed in (3) above

*See example below*

*See example below*

*Example: Two month Reporting Period*

	<i>January</i>	<i>February</i>	<i>Total</i>	<i>Average (to be reported)</i>
<i>No. of Subscription Licence Sales live on last day of month</i>	<i>10</i>	<i>20</i>	<i>30</i>	<i>Number: 15 (30/2 months)</i>
<i>Total Revenue</i>	<i>£500</i>	<i>£820</i>	<i>£1,320</i>	<i>Price: £44 (1,320/30 subs)</i>
<i>No. of users (for Subscription Licence Sales live on last day of month)</i>	<i>60</i>	<i>90</i>	<i>150</i>	<i>Users: 75 (150/2 months)</i>

## GUIDANCE

None

[www.abc.org.uk](http://www.abc.org.uk)



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