



Setting the standard

# Reporting Standards

## Digital Publications

Version 1 2017

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## SECTION A – OVERVIEW

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### A1 INTRODUCTION

### A2 KEY PRINCIPLES

### A3 DEFINITION OF A DIGITAL PUBLICATION

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#### A1 INTRODUCTION

This rulebook describes how media owners report Digital Publications. We have listed below the key principles that underpin the rules. The Reporting Standards are written as if the primary user is the media owner ('you'). ABC is referred to as 'we'.

#### A2 KEY PRINCIPLES

1. A Digital Publication is not a website.
2. A Digital Publication does not have to have an associated print product.
3. Access to the Digital Publication is restricted, either by a paywall or registration gateway with a password requirement.
4. The Digital Publication must be published and available to the end user.
5. Editorial content can be changed.
6. Advertising (by advertiser) must be common within an edition, and once published remain unchanged (except for dynamically served advertising).
7. All transactions must be bona fide.
8. Once certified, you must report on a continuous basis.
9. Optional metrics can be reported.
10. Digital Publication audits must be carried out by ABC staff auditors.
11. To be reported on one certificate all editions must be branded in common.

#### A3 DEFINITION OF A DIGITAL PUBLICATION

A Digital Publication must:

1. Be edited, designed, and contain date-stamped content.
2. Be published periodically on a regular and known frequency. e.g. 6 days a week/weekly/monthly etc.
  - a. If there is not an identifiable and regular publishing frequency then the period of measurement will not be per issue, but will default to the number of days the publication is available. i.e. if available every day then the number of days would be 365 per year (366 in a leap year): or if only available on Sundays then the number of days per year would be 52. Where this is the case the rules will refer to 'daily' in parenthesis.
3. Be presented in a navigation format such that the publication is divided into defined pages of content presented together.
4. If accessed on a web site be restricted either by a "pay wall" or a "registration" gateway with a password requirement. This does not prevent Digital Publications from including links to free to access website content.

## SECTION B – METRICS

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### B1 MANDATORY METRIC B2 METRICS

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#### B1 MANDATORY METRIC

The mandatory metric is the minimum which must be reported.

- The mandatory metric for Magazine Digital Publications is Circulation.
- The mandatory metric for Newspapers and Others is Publication Active View.

In addition to the mandatory metric you may report:

- Other agreed metrics.
- Breakouts of agreed metrics by another auditable description/type. For example: platform, device, geography.

#### B2 METRICS

##### B2.1 CIRCULATION

1. Copies of a Digital Publication are opted in – either by request or payment.
2. Copies free to the end user or bundled must be de-duplicated.
3. The price paid for the Digital Publication (including if free) must be clear and conspicuous. If not then it might be claimed as a Bundled copy.

##### B2.1.1 CIRCULATION TYPES –

Circulation paid by the end user

- a. Paid single copy - sale of a single issue in a single transaction
- b. Paid single copy subscription – sale for a defined period, a minimum of 2 issues (or 2 days) in a single transaction

Circulation free to the end user

- c. Free single copy request – a single issue request, from the end user within the last year.
- d. Free single copy subscription request – a single copy request for a defined period, a minimum of 2 issues (or 2 days).
- e. Free Society non-requested – to an individual entitled to receive the Digital Publication as part of their paid society membership.
- f. Corporate subscription – a subscription for a defined period, a minimum of 2 issues (or 2 days) purchased by a business/organisation on behalf of its employees where the email address of each end user is obtained.

Other Circulation

- g. Bundled – a single copy or subscription sold as part of a package of products and/or services, and where the price paid for the Digital Publication is not clear and conspicuous.

##### B2.2 PUBLICATION ACTIVE VIEW (PAV)

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 (or a day) opened/served on/to a device.
  - b. Distinct action/event by the end user to view.

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.

- c. The view request must be on an issue by issue (or daily) basis.

### B2.3 PUBLICATION DOWNLOAD

1. Definition: A single copy of a publication's content delivered, streamed or downloaded to a device available to read.
2. Principles:
  - a. The whole issue (or content) is available to read.
  - b. Can be either 'pushed' or 'pulled'.
  - c. Requested by the end user on an issue by issue (or daily) basis or continuous basis.

### B2.4 TOTAL EDITION ACTIVE VIEW

1. Definition: The unde-duplicated total of the reported Publication Active Views of all applicable editions (i.e. not de-duplicated by device).
2. Principles:

To be included in the Total Edition Active View figure, the edition must:

  - a. Be issued at a known and regular time.
  - b. Remain available to the user with all other editions.
  - c. Contain some new editorial compared to other editions.

## SECTION C – REQUIREMENTS

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- C1 GENERAL REQUIREMENTS
  - C2 PUBLICATION ACTIVE VIEW REQUIREMENTS
  - C3 CIRCULATION REQUIREMENTS
  - C4 PROVISIONS
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### C1 GENERAL REQUIREMENTS

1. You must register to report Digital Publications in advance of the issues (or days) to be claimed. This is to allow us time to inspect your systems and assess their suitability for audit, as well as allocate resource to enable the real time audit of the claimed digital publications' availability. We will confirm whether the Digital Publication has a recognised and regular publishing frequency or not.
2. You give us permission to contact any Digital Publication purchaser / end user at any point for further verification.
3. If non-dynamically served advertising (by advertiser) changes or there is a version not carrying advertising, this constitutes a different edition. The mandatory metric for each edition must be broken out on the certificate\*.
  - a. For circulation, this means the total average circulation by type and price band. However, if the publisher is unable to report the circulation of each edition then a breakdown using an alternative agreed metric, for example Publication Active View, may be reported instead.
  - b. For Publication Active Views, this means the number of PAVs by edition.

\*The mandatory requirement to breakout the metric for each edition is suspended up to and including reporting periods ending 30th June 2015. This means if different editions are included in a claim covered by this period you must list the different editions and either:

- Report the metric for each edition as detailed above; or
  - We will add a statement to the certificate identifying that these are editions where advertising changes but that you are not reporting data for them.
4. You must tell us the planned publishing dates in advance and any subsequent changes to that schedule.
  5. We will need to check on an ongoing basis that issues (or content) are available for download or view. You must therefore provide us with free access to all issues (or days) and editions of the Digital Publication.

### C2 PUBLICATION ACTIVE VIEW REQUIREMENTS

1. A device may make a number of active views of an issue (or day), either together or at different times. Only one active view per device per issue (or day) can be claimed and reported.
2. You must be able to provide evidence of active views by browser.

### C3 CIRCULATION REQUIREMENTS

1. An individual's copy can only be claimed if they have opted in – either by request or payment. The only exception is where a member of a society receives the Digital publication as part of their paid society membership.
2. For all free and bundled copies you must obtain details sufficient to de-duplicate multiple free copies to any one individual. This might be by obtaining email addresses for all.
3. For paid copies you must be able to provide evidence of the sale.
4. If the Digital Publication is sold as part of a package of goods and/or services then the price for ABC purposes will be indicated by the offer. If the price for the Digital Publication is not clear and conspicuous then it will be reported as a 'bundle copy'.
5. For free requests you must be able to provide evidence of the request. This might be providing a copy of the request including the individual's response to the ABC Personal Identifier Question, or by another auditable method which is agreed with ABC.
6. Free end users must be sent an alert (for example by email) informing them that each issue is available:

- a) If an alert to a free end user is undeliverable, you must remove the end user from your circulation claim, or ensure that the delivery details are corrected within 90 days.
  - b) You must include a specified ABC address on each alert.
7. For each issue (or day) in the reporting period you must be able to provide:
- a. A circulation list that includes all end users', for example email addresses (except for copies sold through 3<sup>rd</sup> party vendors that do not provide this information – see b below).
    - The list must include coding to identify the type of circulation each copy is claimed as (for example paid single copy subscription) and the price paid for a single copy.
    - Each issue's free and bundled circulation must be de-duplicated to arrive at the claim by circulation type.
  - b. For all copies sold via 3<sup>rd</sup> party vendors (that do not provide end user details) evidence from the vendor of the number of copies by circulation type (for example paid single copy sale) and price paid.
8. You cannot claim back issues (or days) of Digital Publication copies that are free to the end user.

#### **C4 PROVISIONS**

1. You may, as an option, make provisions for Publication Active Views and Paid Circulation that you expect to be made (or receive evidence of) after you have submitted your claim.
2. Provisions can only be made for Digital Publications that have identifiable issues.
3. The estimated Publication Active Views or Paid Circulation figure(s) must be based on a reasonable assessment of information such as historic levels, seasonal trends or other market information.
4. You must adjust your claim in the following period to reflect any difference between the estimated and the actual figures.
5. If you make a provision for Publication Active Views and/or Circulation you must also make an appropriate provision for any related metrics. *For example: If you choose to make a provision for Publication Active Views, and you also report Total Edition Active Views, then you must make a provision for both metrics.*

## SECTION D – REPORTING

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### D1 GENERAL REPORTING

### D2 PUBLICATION ACTIVE VIEW REPORTING

### D3 CIRCULATION REPORTING

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#### D1 GENERAL REPORTING

1. You must submit your Digital Publication claim to us by the submission deadline date, or as otherwise agreed with us.
2. You can choose to report monthly, 3-monthly, 6-monthly or 12-monthly on a continuous basis.
3. A statement detailing how advertising is served (e.g. static and/or dynamic) and a statement detailing if there is an edition not carrying advertising will be reported on the certificate.
4. You will report the following, which will be broken out on the certificate:
  - a. The number of issues published in the period, or if there is not an identifiable and regular publishing frequency then the number of available days will be reported along with a note to that effect.
  - b. Optional metrics will be reported on separate tables

#### D2 PUBLICATION ACTIVE VIEW REPORTING

1. Average total Active View per issue (or day) in the Reporting Period and total Active View per issue (or day).
2. Only one count of an active view per issue (or day) can be reported.
3. For each edition (if applicable), average total active view. [Note temporary suspension of this requirement under section C1, point 3].

#### D3 CIRCULATION REPORTING

1. Average total circulation per issue (or day) in the Reporting Period and total circulation for each issue (or day).
2. For each edition (if applicable), average total circulation by circulation type, and price band. [Note temporary suspension of this requirement under section C1, point 3].
3. You will report average total circulation for the period by circulation type and price band per copy as follows:
  - £10 and over
  - £5 - £9.99
  - £3-£4.99
  - £1- £2.99
  - Below £1
  - Bundle
  - Free

*Note: This analysis is a per copy (or day) price. So a total subscription price would be divided by the number of issues (or days) in the subscription period to arrive at the price per copy.*

4. Average total circulation claimed and percentage of the total circulation sold via 3rd party vendors that do not provide individual purchaser details.



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