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## ABC Digital Publication Reporting Standards

Changes have been agreed to the ABC Digital Publication Reporting Standards. We have updated the latest Reporting Standards – 2014 Version 3 – to incorporate these changes and you can now view or download these from our website [www.abcstandards.org.uk](http://www.abcstandards.org.uk).

### Contents

1. Optional breakouts of metrics: clarification
2. Edition reporting: temporary suspension of reporting requirement
3. New optional metric: Total Edition Active View

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## RULE CHANGE 1

### Optional breakouts of metrics

It is clarified that optional breakouts of metrics can be reported.

Text removed is shown by struck-through text and the shaded text added:

#### **B1 MANDATORY METRIC**

The mandatory metric is the minimum which must be reported. ~~In addition, other agreed metrics may 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*

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Setting the standard



## **RULE CHANGE 2**

### **Edition reporting - temporary suspension of reporting requirement**

Due to difficulties in reporting breakouts of metrics for editions where advertising has changed this requirement is suspended up until reporting periods ending 30<sup>th</sup> June 2015.

This is to encourage more publishers to audit Digital Publications data and allow time for the technological issues of identifying and reporting the different editions' data to be resolved.

Shaded text has been added as follows:

#### **C1 GENERAL REQUIREMENTS**

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 30<sup>th</sup> 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.

#### **D2 PUBLICATION ACTIVE VIEW REPORTING**

1. Average total Active View for the 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 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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## **RULE CHANGE 3**

### **Optional metric - Total Edition Active View**

A new optional metric has been agreed, Total Edition Active View, which is the simple sum of the Publication Active View figures of different, applicable editions of an issue/day. (Note: This figure is not be de-duplicated by device).

The following section has been added:

#### **B2 METRICS**

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#### **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.

These changes were discussed and agreed by the ABC Digital Publication Reporting Standards Group. If you would like to discuss the reporting of Digital Publications or would like the Standards Group to review any current reporting standard please contact your ABC Account Manager.