

# Reporting ABC Data

## Publicity requirements for reporting ABC Print, Digital and Total Sales Data

The reporting of ABC print, digital and total sales data have some specific requirements that guide the reporting of data.

- The reporting of AMAA reported ABC data must be clear and transparent.
- Any comparison of AMAA reported ABC data must be made on a like-for-like basis.
- AMAA reported ABC data must not be manipulated to create figures that have not been released by the AMAA.
- AMAA reported ABC data must not be manipulated to create a false or inaccurate impression.
- AMAA reported ABC data must not be compared to data from other sources so as to create a false impression.
- Where a Member makes any statement concerning the circulation data for a Product and involving any figures sourced to AMAA or AMAA's Summaries of Data, that statement:
  - Must acknowledge AMAA as the source of the figures; and
  - Must include the figures appearing in their most recent AMAA Mandatory Report; and
  - Must state the Reporting Period to which the figures relate.
- Data reported under these Standards must not be manipulated to create figures that have not been released by AMAA.
- Members must not aggregate or calculate figures across any metrics or reporting periods.
- Old or out-of-date AMAA reported ABC data cannot be compared to current reported data.
- Members may report and compare:
  - The Categories of Average Net Paid Print Sales for a Publication(s) but must include the current Average net Paid Print Sales figure.
  - The Digital Formats of Average Net Paid Digital Sales for a Publication(s) but must include the current Average Net Paid Digital Sales figure.

## Reporting of ABC Total Sales

- Any reference to ABC Total Sales must also include notation that ABC Total Sales is the combination of Average Net Paid Print Sales (ANPPS) and Average Net Paid Digital Sales (ANPDS).
- Members may report and compare:
  - the Categories of Average Net Paid Print Sales for a Publication(s) but must include the current Average Net Paid Print Sales figure.
  - The Digital Formats of Average Net Paid Digital Sales for a Publication(s) but must include the current Average Net Paid Digital Sales figure.