

Reporting ABC Data

Publicity rules for Digital and Total Masthead Sales reporting

Publicity requirements when reporting ABC Print, Digital and Total Masthead Sales data

The reporting of ABC print, digital and total masthead sales data have some specific requirements that guide the reporting of data. These requirements are based on 6 key principles:

- The reporting of ABC data must be clear and transparent.
- Any comparison of ABC data must be made on a like-for-like basis.
- ABC data must not be manipulated to create figures that have not been released by the ABC.
- ABC data must not be manipulated to create a false or inaccurate impression.
- Current relevant headline numbers, ie Average Net Paid Print Sales (ANPPS), Average Net Paid Digital Sales (ANPDS) and/or Average Total Paid Masthead Sales (ATPMS) must also be reported when reporting Categories and/or historical ABC data.
- ABC data must not be compared to data from other sources so as to create a false impression.

In addition the ABC publicity rules provide guidance on how data can be reported, what kind of comparisons can be made. The complete publicity rules are included in this document and include:

- Headline digital metrics cannot be reported without also referring to the components that make up the metrics such as the various digital formats for Average Net Paid Digital Sales and the Print Only, Digital Only and Packaged Print and Digital Subscription components of Average Total Paid Masthead Sales.
- No addition of Average Net Paid Print Sales and Average Net Paid Digital Sales, and or Average Total Paid Masthead Sales.
- No addition or calculation of figures across any of the metrics across print, digital and masthead reporting unless reported by the ABC.
- When reporting Average Net Paid Digital Sales, the reporting must also include the breakdown of the Digital format Sales which are Average Net Paid Digital Replica Version Sales and/or Average Net Paid Digital Enhanced Version Sales and/or Average Net Paid Website Version Sales that have contributed to that figure.
- When reporting Average Total Paid Masthead Sales, any reporting must include reporting of the Average Net Paid Print Only Sales, Average Net Paid Digital Only Sales and Average Net Paid Packaged Print and Digital Subscription Sales.
- Members can compare the categories of print sales for a publication(s) but must include the current Average Net Paid Print Sales figure.
- Members can compare the categories of digital sales for a publication(s) but must include the current Average Net Paid Digital Sales figure. Comparisons of categories of both print and digital versions can be made but must include the current Average Net Paid Print Sales and Average Net Paid Digital Sales figures.
- Members can show sales trends over multiple years for the same reporting period but must include the latest reported figures.