

# Reporting ABC Data

## Digital and Total Masthead Sales reporting

ABC Digital Sales and Total Masthead Sales reporting has been in place since March 2012. This document provides guidance on understanding the metrics of print, digital and total masthead sales reporting.

### Total Masthead Sales

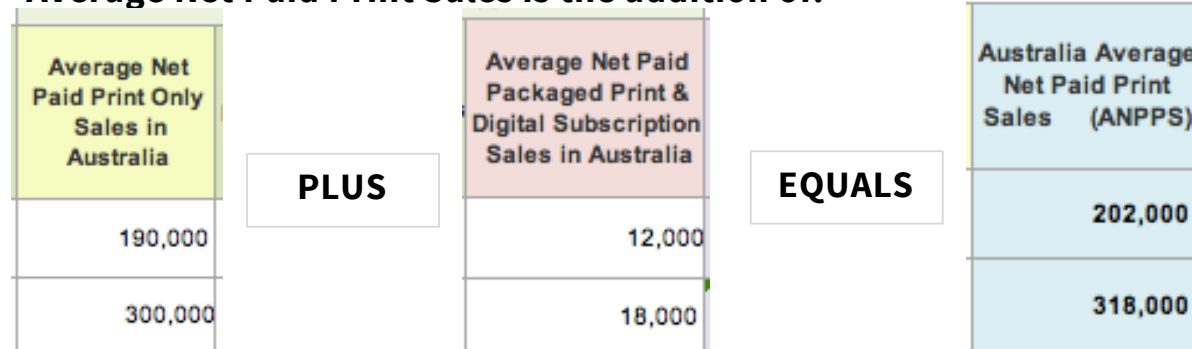
Average Total Paid Masthead Sales for a publication is the addition of the following metrics:

- ✓ Average Net Paid Print Only Sales – sales of print only versions of a publication
- ✓ Average Net Paid Digital Only Sales – sales of digital only versions of a publication
- ✓ Average Net Paid Packaged Print and Digital Subscription Sales – sales of packages, counted only once per package, where print and digital versions are bundled together in a sale.

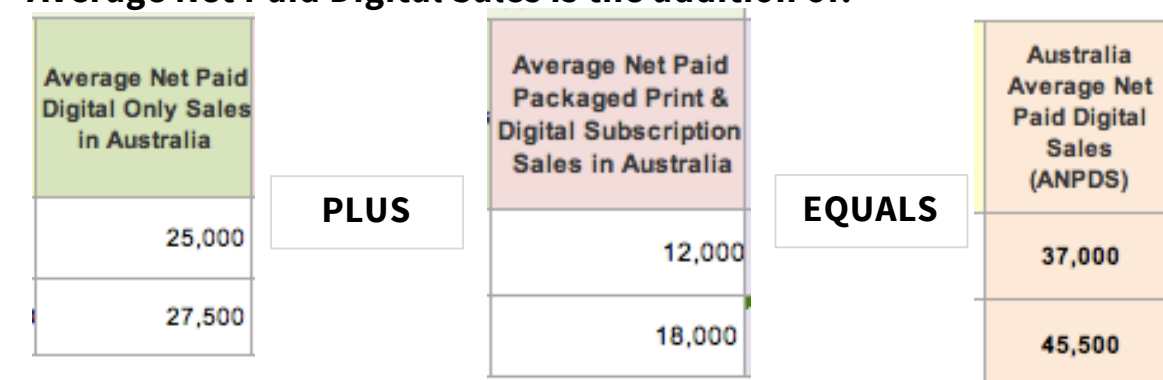
### Average Total Paid Masthead Sales

Title	Publisher	Pub Type	Issues	Days Published	Audit Type	Period Ending	Australia Only Sales			Average Total Paid Masthead Sales in Australia	Same Period Last Year	Change YOY
							Average Net Paid Print Only Sales in Australia	Average Net Paid Digital Only Sales in Australia	Average Net Paid Packaged Print & Digital Subscription Sales in Australia			
Trusty Newspaper	Trusty Publisher	Metro M-F	65	Mon-Fri	Q	Jun-15	190,000	25,000	12,000	227,000	220,000	3.2%
Excellent Newspaper	Excellent Publisher	Metro M-F	65	Mon-Fri	Q	Jun-15	300,000	27,500	18,000	345,500	340,000	1.6%

### Average Net Paid Print Sales is the addition of:



### Average Net Paid Digital Sales is the addition of:



ABC Audited data is presented as Total Masthead Sales on a separate screen to the detailed reporting below:

### Average Net Paid Print Sales - Detailed Reporting

Title	Publisher	Pub Type	Issues	Days Published	Print Cover Price	Audit Type	Period Ending	Australia Average Net Paid Print Sales (ANPPS)	Same Period Last Year	Change YOY	Category break-outs included in ANPPS						Other Print Sales			Remarks	
											Accom and Hotel Sales	Airline Sales	Bundled Sales	Event Sales up to 2%	Multiple Publication Sales	School Sales	Tertiary Education Subscription Sales	New Zealand ANPPS	Other Countries ANPPS		Other Australian Print Sales
Trusty Newspaper	Trusty Publisher	Metro M-F	65	Mon-Fri	\$1.50	Q	Jun-15	202,000	180,000	12.2%	1,200	1,800	1,000	800	200	4,500	3,300				
Excellent Newspaper	Excellent Publisher	Metro M-F	65	Mon-Fri	\$1.50	Q	Jun-15	318,000	300,000	6.0%	2,400	1,000	1,000	2,000	800	-	3,800				

### Average Net Paid Digital Sales - Detailed Reporting

Title	Publisher	Pub Type	Issues	Days Published	Audit Type	Period Ending	Australia Average Net Paid Digital Sales (ANPDS)	Same Period Last Year	Change YOY	Category Break-outs included in ANPDS			Digital Format Sales			Other Digital Sales		Remarks
										Multiple Publication Sales	School Sales	Tertiary Education Subscription Sales	Average Net Paid Digital Enhanced Version Sales	Average Net Paid Digital Replica Version Sales	Average Net Paid Website Version Sales	New Zealand ANPDS	Other Countries ANPDS	
Trusty Newspaper	Trusty Publisher	Metro M-F	65	Mon-Fri	Q	Jun-15	37,000	35,000	5.7%		4,500	3,300	16,670	23,000	9,330			
Excellent Newspaper	Excellent Publisher	Metro M-F	65	Mon-Fri	Q	Jun-15	45,500	42,000	8.3%		-	3,800	26,250	25,500	11,750			