

AMAA Auditor Update – ABC Rule Change June 2016

The ABC rule changes announced from June 17, 2016 are effective for ABC Audit period ending June 2016. The changes will affect the half yearly January to June audits and the quarterly April to June Reporting.

As an ongoing evolution of the AMAA best practice and verification services the ABC Audit is moving to a simplified reporting with a total sales figures across digital and print, providing a clearer metric for both advertisers and publishers alike.

Simply put, the changes include:

- Recognition of the 24-hour nature of digital consumption by removing day of week reporting constrictions from Average Net Paid Digital Sales
- Creating a new and improved reporting metric, **ABC Total Sales**, replacing the previous calculation for the previous metric **Total Masthead Sales**.
- **ABC Total Sales** combines existing long standing metrics *Average Net Paid Print Sales* and *Average Net Paid Digital Sales*, into one easily understood figure for the first time
- In addition, some terminology applied to digital sales is being updated, with **Digital Replica Versions** now known as **Digital Magazines** and **Digital Newspapers**. The term **Newspaper App** will replace **Digital Enhanced Version** and **Website Subscription** replaces **Paid Website Version**.

Key Changes for Auditors to Note:

1. Simplified reporting from Avg. Australian **Total Paid Masthead** to Avg. Australian **Total Sales**.

Table 1: Old ABC Reporting Format

Metrics (Avg Net Paid)	Code	Type	Calc. Value	Example	Status
Print Sales (ANPPS)	A	Input		1,000	Remains
Digital Sales (ANPDS)	B	Input		500	Remains
Print ONLY Sales	C	Calculation	A-E	700	Removed
Digital ONLY Sales	D	Calculation	B-E	200	Removed
Packaged Print & Digital Subs. Sales	E	Input		300	Remains with rename
Total Masthead Sales in Australia	F	Calculation	C+D+E	1,200	Rename

This format above is replaced by Table 2

Table 2: New ABC Reporting Format

Metrics (Avg Net Paid)	Code	Type	Calc. Value	Example	Status
Print Sales (ANPPS)	A	Input		1,000	Approved
Digital Sales (ANPDS)	B	Input		500	Approved
Australian ABC Total Sales	C	Calculation	A+B	1500	Approved
Packaged Print & Digital Sales included in ABC Total Sales	D	Input		300	Approved

2. Print and Digital ONLY Sales metrics are no longer reported:

Average Net Paid Digital Sales includes Packaged Print & Digital Sales.

The new metric ABC Total Sales is simply the addition of the existing metrics Average Net Paid Digital Sales (ANPDS) and Average Net Paid Print Sales (ANPPS) and there is no longer the need to calculate the Print and Digital ONLY Sales.

3. Note the reporting of Average Net Paid Paid Packaged Sales (ANPPDSS) Remains

This is still reported as a breakout and is included in Average Net Paid Digital Sales (ANPDS) as per current practice.

4. Digital Categories no longer reported:

- a. Multiple Publication Sales
- b. School Sales
- c. Tertiary Educational Subscription Sales

5. More types of Digital Sales now can be counted in Average Net Paid Digital Sales (ANPDS):

- a. Multiple Publication Sales
- b. School Sales
- c. Tertiary Educational Subscription Sales
- d. Accommodation and Hotel Sales
- e. Bundled Sales
- f. Event Sales

Audit evidence is essential.

6. Day of Week Reporting in Digital is no longer reported:

In recognition of the fact that digital is a 24/7 product the reporting of digital sales by day of week is no longer required.

7. Updated and new naming in Digital Format Sales:

Digital Format Sales	
New (approved) (Avg Net Paid)	Previous Name (Avg Net Paid Digital)
Digital Magazine	Enhanced, Replica
Digital Newspaper	Replica
Newspaper App	Enhanced
Website Subscription	Website

8. Other Country Sales:

All countries are reported together with no break out for New Zealand.

Other Country Sales	
New (approved) ANPDS	Previous (ANPDS)
All Other Countries Digital Sales	New Zealand
	Other Countries