



Audited Media
Association of Australia



AMAA Email Distribution Standards

**Audited Media Association of Australia
Limited**

ACN 163 161 402

(A public company limited by guarantee)

June 2014, Release Version 1

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1. Introduction

- 1.1 These are the Reporting Standards made under the Constitution and Regulations of Audited Media Association of Australia (AMAA) which apply to Media Members of the AMAA in respect to the Product types registered with AMAA and listed in 1.3.
- 1.2 These Standards are effective from June 2014.
- 1.3 These Standards apply to Media Members in respect of the following Registered Products:
 - (a) Email Newsletters.
- 1.4 In these Standards unless the context otherwise requires, Media Member means a Member who holds AMAA registration for the above mentioned product.
- 1.5 All references to a Media Member or membership for a product in the Standards mean the legal entity holding membership.
- 1.6 Where under these Standards the Board of Directors:
 - (a) is required to take an action in respect of any matter, including a requirement to approve, determine, authorise, appoint, direct, prescribe, accept or refuse; or
 - (b) is otherwise required (expressly or impliedly) to consider, form an opinion or make a decision in respect of a matter;
 - (c) does so in its absolute discretion subject to the Constitution; and
 - (d) is not obliged to provide any reason for its opinions, determinations or decisions unless the Constitution, or Regulations provide otherwise.
- 1.7 **Admission as a Media Member**

Pursuant to the Regulations of the AMAA, an Applicant will be accepted as a Media Member for AMAA Email Distribution Audit on condition that, in addition to the requirements specified in the Regulations, an Initial Audit or Audit of each Product which has been registered with AMAA is:

 - (a) conducted by the Auditor appointed by the Chief Executive Officer under the Regulations, in accordance with the Regulation and these Standards;
 - (b) subject to the Regulations, for the Audit Periods defined in these Standards;
 - (c) submitted to AMAA within a time which the Chief Executive Officer considers reasonable; and
 - (d) it maintains continuous reporting of its email distribution data to the AMAA, pursuant to the Regulations.

2. Reporting Periods and Submitting Email Delivery Data

- 2.1 Every Product registered with AMAA must submit delivery data twice per year as minimum. Publisher nominates the first period and the second audit must follow at the end of 6 months as a minimum. The publisher may submit data more than twice a year with the applicable fees.
- 2.2 Distribution Audits are conducted for a minimum number of issues for:
- (a) Monthly or fortnightly frequency: 3 issues.
 - (b) Weekly frequency: 6 issues.
 - (c) Daily frequency: 10 issues.
- 2.3 The Reporting Periods for an Email Distribution Audit are:
- (a) nominated by the Media Member; and
 - (b) must meet the requirements of rule 2.2.
- 2.4 The delivery data is submitted in the form of an AMAA Email Audit Confirmation and Claim Report which is audited by an AMAA accredited Auditor.
- 2.5 **Submitting Delivery Data for Email**
For each Reporting Period for a Product, a Media Member who holds AMAA registration must submit data to be audited and which must be reported in the form of an AMAA Email Audit Confirmation and Claim Report identifying:
- (a) the name of the Registered Product or Email;
 - (b) the name and address of the Media member;
 - (c) the name of any sister/linked Registered Product audited by AMAA;
 - (d) the number of issues audited;
 - (e) the number of issues published in a 12 months (calendar year);
 - (f) the Audit Period covered by this audit;
 - (g) the Average Net Delivery per issue;
 - (h) the Optional Analysis of:
 - (i) Average Open Rates;
 - (ii) Average Click-Through Rates
 - (iii) Demographic Data relating to Job Title Analysis; industry category.
 - (i) Auditors opinion and signature.
- 2.6 **How a Media Member is to submit Distribution Data**
- (a) For the purposes of rules 2.4 and 2.5, a Media Member must submit their Product's distribution data by submitting an AMAA Email Audit Confirmation and Claim Report, as applicable.
 - (b) Any AMAA Email Audit Confirmation and Claim Report being submitted by a Media Member may be lodged if applicable:
 - (i) via the AMAA website through the eLodgement facility; or
 - (ii) in person at AMAA's office; or
 - (iii) via auditor@auditedmedia.org.au
- 2.7 **Access to Data and Systems**
- (a) AMAA reserves the right to visit any offices related to the Email Distribution product and the Media Member holding its AMAA registration, at any time, consistent with the Constitution and the Regulations, and have access to related support staff at those office to view and capture any data AMAA needs in real time to conduct its audit.
 - (b) Refusal of such access may result in the refusal or withdrawal of any/all certification
- 2.8 **Retention of Data**
Upon completion of the audit, AMAA will require the Media Member to prepare an archive copy of all raw data supporting the distribution claim, AMAA will retain this archived copy in case the need arises for the data to be re-audited.

3. Proving the Average Net Delivery

3.1 Introduction

- (a) The Average Net Delivery of a product is the average number of emails of the Product delivered for each issue in the Audit Period. It does not include those emails defined as 'Excluded Distribution' or any other copies which are disallowed under the Standards.
- (b) The Average Net Delivery and the Reporting Period of certifications must always be quoted when sourcing or referring the any AMAA Email Audit data.

3.2 Audit Requirements and Record Maintenance

Following are the audit and record maintenance requirements for email distribution audits. The AMAA Auditor will discuss the audit process and clarify audit rules and definitions where necessary.

- (a) The publisher agrees to provide the following data:
 - (i) Evidence of the existence of the item as in Section 2.
 - (ii) Evidence of email server logs recording distribution of the email item.
 - (iii) Evidence of returned/invalid addresses.
 - (iv) Evidence of the number of paid email newsletter copies distributed, including the price charged, invoices and subsequent receipt and banking of proceeds.
 - (v) Evidence of the number of free 'Opt-In' email copies distributed, either by email request or hard copy request from another source.
 - (vi) Breakdown of the volume delivered for each issue, which will be displayed on the audit report.
 - (vii) Access to the subscriber database.

3.3 In establishing the Email Delivery volume per issue, an issue that goes off sale or is out of date after a new issue is distributed will not be included.

3.4 The Email Distribution publication must provide its own delivery claim to be verified through the audit. The audit will provide an Average Net Delivery figure.

3.5 The Email Distribution publication will notify AMAA in advance of any modifications to the hardware/software platforms used.

3.6 For any Optional Demographic Audit, all database records relating to the distribution must be submitted to the Auditor for verification including:

- (a) A copy of questionnaire, registration forms etc from which demographic records were obtained.
- (b) Records must contain a unique identifier e.g. email address, user name/password etc.
- (c) A list of the demographic categories to be included in the report must also be provided.

3.7 Excluded Distribution

The following are excluded from the calculation of net distribution or average net distribution of an email product:

- (a) Back Issue delivery – Delivery to a new recipient of an issue of an item that goes off sale or is out of date after a new issue is distributed is excluded from the average net delivery.
- (b) Opt-Out – Where a previous recipient (unique SMTP address) has been removed from the distribution list as a result of a positive action by the address user. This action includes, but is not limited to, the address user-clicking on the subscription link or sending an email request.
- (c) Returned Email Addresses – The total number of emails in the gross distribution that generated as NDN (non-delivery notice) are to be excluded from the average net distribution
- (d) Server Interruptions – If there has been a server interruption the email publisher cannot claim higher than 25% of the estimated delivery for that issue.

- (e) Unsolicited Distribution – Distribution of any email publication or product to any email (SMTP) address that has not requested to receive (unsolicited recipients) must be excluded from the average net delivery. Recipients/subscribers distribution must be an opt-in basis.

4. The Audit Process

- 4.1 The AMAA audit process has been developed to facilitate the audit of email distribution in the most thorough, transparent and efficient manner possible upholding the integrity and credibility associated with AMAA.
- 4.2 The following steps must be followed in order to engage the AMAA to audit an email distribution product:
- (a) The Media Member registers its Product with the AMAA in line with the requirements of the AMAA Constitution and Regulations. On the successful registration of its email distribution service with the AMAA, conducts its first audit.
 - (b) The Media Member nominated the Reporting Period in accordance with rule 2.3 and submits data as defined in this Standard.
 - (c) The member submit the AMAA Email Audit Confirmation and Claim Report accompanied with the email server logs required to prove the successful delivery of emails for the audit period.
 - (d) The logs should provide a breakdown of individual email addresses included for each email issue and the related results of the send per individual email address. Example:

Email Address	Email Result
aba.cus@example.net.th	Email Received
abeer.alfarsi@exampletourism.gov.om	No such Mailbox
abigail@icexample.com.au	Content Filtered
admin@exampleplazabangkok.com	Email Received
admin@exampleconnexions.co.nz	Email Received
adminjb@examplehotels.com	Delivery not authorized
adosmice.pt@examplehotels.net	Mailbox full
adrian.richards@example.sa.gov.au	Email Received
af@example.com.au	Unable to route

- (e) The AMAA Auditor will examine the email addresses for duplication, authenticity and accuracy and produce a final audit certificate verifying Average Net Delivery for the Audit Period.
- (f) Where optional analysis has been requested, the AMAA Auditor observes the registration building process and samples of registered users are verified.

5. Publicity Rules

- 5.1 All Media Members of the AMAA are bound by the publicity rules which are found in the Regulations. A member must refer to and adhere to the Regulations.
- 5.2 Any use of data certified by AMAA must be clearly state the period covered by the certification.
- 5.3 **Misleading or False Data**
If AMAA finds that the member has made misleading statements or has misrepresented or falsified data, whether during the audit or subsequently, then membership will be terminated, its email distribution product's registration cancelled, and that termination and cancellation communicated to all members.

6. Miscellaneous

- 6.1 **Timing**
AMAA reserves the right to refuse to undertake an audit or to refuse to certify the delivery or other data if AMAA has not been given at least fourteen days' notice prior to the start of the period to be audited of a Media Member's intention to have that Email Distribution product audited. AMAA will use its best endeavours to complete an audit within the time requested by the member but will not liable if it does not meet a timetable requested by the member.

7. Glossary

7.1 Definitions & Interpretation

The following definitions apply in these Standards, unless the context otherwise requires;

Audit for the purpose of these Standards is an audit of the distribution of a Product which is carried out in accordance with these Standards and the Regulations of AMAA.

Audit Periods are the Reporting Periods which apply to Products submitting distribution data to audit and which may be varied from time to time by the Board.

Auditor is an independent auditor who:

- (a) may or may not be an AMAA auditor;
- (b) satisfied the requirements of the Regulations; and
- (c) has been approved by the Board of Directors of Chief Executive Officer under the Regulations to carry out Audits.

Average Click Through Rate is the total number of click-throughs for a Product divided by the total number of emails delivered for a period.

Average Net Delivery is the average number of Opt-in email addresses (SMTP) per issue less non-delivered emails, receiving the product within the audit period.

Average Open Rate is the total number of opens for a product divided by the total number of emails delivered in a period.

Back Issue Delivery is the delivery to a new recipient of an issue of an item that goes off sale or is out of date after a new issue is distributed is excluded from the average net delivery.

Click-Through Rate is the number of activations of a hypertext link in an email message by a recipient.

Delivery to Verified Email Address is:

- (a) the delivery to verifiable email addresses to which the email distribution has been delivered;
- (b) includes only distribution to addresses that have requested to receive the email distribution; and
- (c) ensures unsolicited email sends are not included in the Average Net Email Delivery.

Distribution (Gross) is the combined total Net Distribution of each of the separate email distribution included on a Group Certificate, de-duplicated by email address. Includes excluded distribution.

Distribution (Net) is the total number of emails successfully sent as part of a single campaign/distribution to all (SMTP) addresses on the distribution list, de-duplicated by email address. Excludes excluded distribution.

Email is an email distribution product, sent to an SMTP address, that can be registered for audit with the AMAA.

Excluded Distribution means those emails that are defined as:

- (a) Back-Issue Delivery
- (b) Opt-Out
- (c) Returned Email Addresses
- (d) Server Interruptions
- (e) Unsolicited Distribution
- (f) Spam

Individual is either a named Recipient or the holder of a named position/job title or both.

Initial Audit is the first audit of a Product whose Media Member is applying to meet the requirements of membership.

Issues are the number of instances the email was published and delivered to the distribution list.

AMAA Email Audit Confirmation and Claim Report is a report submitted by a Media Member and verified by an AMAA Auditor:

- (a) in respect to the distribution of a Member's Registered Product;
- (b) in the form stipulated from time to time by the Board of Directors; and
- (c) which is prepared as required and in accordance with the Regulations, Standards, and Audit Guidelines.

Media Organisation Member is a Full Member who has been admitted in respect of a product registered with the AMAA in accordance with these Regulations.

Media Member means Media Organisation Member.

Non-Delivery is the failure to send an email due to a hard bounce, where the recipient does not see the email due to invalid email address, domain failure, ISP blocked, or any other permanent non-delivery reason.

Open Rate is the number of emails opened by recipients.

Opt-In is a unique SMTP address that has been added to the distribution list as a result of a positive action by the address user and can be in the form of an email request, a web-site request or a hard copy written request.

Opt-In Recipient is an individual recipient (a unique SMTP address) who has personally made a request to receive the email.

Opt-Out is the removal of a unique SMTP address (recipient) from the distribution list as a result of a positive action by the address user. This action includes, but is not limited to, the address user-clicking on a subscription link or sending an email request.

Product is a Publication, Email, Exhibition, Web Site, Digital Publication, as listed in Regulation 3.3(a), and any other offering or service that the Board of Directors determines can be registered for audit with AMAA.

Recipient is a unique SMTP address that has been supplied with an email and that can be verified to an individual.

Registered Product means a Media Member's Product which has met the requirements of AMAA's registration process in Regulations 2.2.3(a) to 2.2.3(h), and Regulation 2.2.5.

Registered Address means a contactable SMTP address in the distribution list that has requested the email service. This is not a measure of individual people or addresses, because an individual address user may have more than one registered email address.

Regulations are these rules of AMAA as amended from time to time by the Board of Directors.

Standards are the particular rules and requirements approved by the Board of Directors from time to time which are binding on members and apply to the audit or submission of all data for each Product registered with AMAA.

Returned Email Addresses are recipient (unique SMTP address) that generate a NDN (non-delivery notice).

Server Interruption is the failure of servers to respond to queries for a given domain name due to server or network failure at the server locations. Interruptions are measured in minutes. If there has been a server interruption the email publisher cannot claim higher than 25% of the estimated delivery for that issue.

SMTP is an email address determined through the Simple Mail Transfer Protocol (SMTP).

Spam is an email sent to a recipient:

- (a) with whom the message originator does not have an ongoing commercial or contractual relationship; or
- (b) that have not consented to the receipt of such communications.

Unsolicited Distribution is the distribution of any email publication or product to any email (SMTP) address that has not requested to receive (unsolicited recipients).

Please refer to the AMAA Constitution and Regulations for all of the rules that bind members of the AMAA.